

Vogue

INCORPORATING VANITY FAIR



Eric

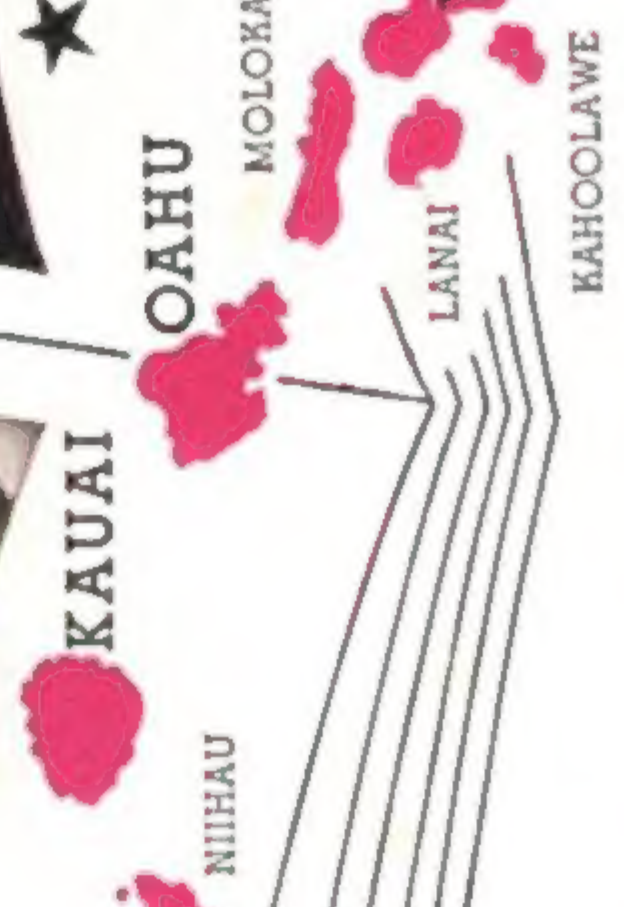
VANITY • SMART FASHIONS FOR LIMITED INCOMES • NOVEMBER 1, 1937 • PRICE 35 CENTS

© THE CONDE NAST PUBLICATIONS, INC.



★ Tranquil Old Hawaii on the beach at Honaunau, Island of Hawaii.

THE ISLANDS OF Hawaii



Hawaii! Massive mountains and deep-driven canyons stained with the sparkling hues of tropic autumn. Swordfish battling in the crystal deep-sea waters. White balls soaring over polo field and golf fairway. Sports and scenes invested with a young and eager spirit. ☆ ☆ Time's your own, to fill with new adventures . . . in action, sociability, or the art of leisure. June's your weather, regardless of the calendar. Welcome is your greeting . . . accompanied by song and laughter, flowers and sincerity!

Hawaii's book, from prologue to epilogue, is richly fascinating. It tells of smart shops experienced travelers wait to visit before acquiring their South Sea wardrobes . . . of world-renowned hotels and different islands, each with its own unique appeal . . . of friendships and a joy of life—for which words are quite inadequate. ☆ ☆ Leading to America's Paradise is a gay, smooth ocean voyage . . . from Los Angeles, San Francisco and Vancouver, B. C., and less than a day by air on huge new Clipper ships!



★ Breath-catching view from Haleakala Crater, 10,000 feet above the sea, Island of Maui.

HAWAII

Booklets "Nearby Hawaii" and "Tourfax" free from Travel Agents, or the Hawaii Tourist Bureau, 221 Market Street, San Francisco, California; 702 West Olympic Boulevard, Los Angeles, California.

This Bureau, with headquarters at 765 Bishop Street, in Honolulu, is a non-profit organization, maintained by

THE PEOPLE OF HAWAII

to enable you to obtain accurate information on any subject concerning the entire Territory of Hawaii, U. S. A.

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

FIFTH AVENUE & 37TH STREET, NEW YORK



GOLD, RUBY AND DIAMOND CLIP \$700. GOLD BRACELET WITH TWO REMOVABLE CLIPS SET WITH EMERALDS AND DIAMONDS \$1450. PAIR OF DIAMOND AND SAPPHIRE CLIPS WHICH MAY BE WORN AS A LARGE BROOCH \$3575. DIAMOND DOMED RING \$375. DIAMOND WATCH BRACELET \$980. DIAMOND AND RUBY BRACELET \$2300. DIAMOND AND RUBY RING \$550. DIAMOND BROOCH WHICH MAY BE DIVIDED FOR USE AS A PAIR OF CLIPS \$1200. GOLD VANITY CASE WITH SAPPHIRE AND DIAMOND ORNAMENT \$480.

MERCHANDISE OF GOOD VALUE
AND FINE QUALITY

MAIL INQUIRIES RECEIVE PROMPT ATTENTION



TO PROTECT YOU FURTHER AGAINST SUBSTITUTION, every Fromm Pedigreed Fox now has the Fromm trademark stamped on the leather-side of the pelt...in addition to the Fromm medallion sealed to the nose of every pelt. In stoles, capes and coats...where medallions have been removed...the only identifying mark is the Fromm trademark stamped on the leather-side of the fur. Insist upon receiving a medallion for each pelt in the garment. To obtain without charge the pedigree of each fox, simply mail the medallions to Fromm Bros., Inc., Hamburg, Wis.

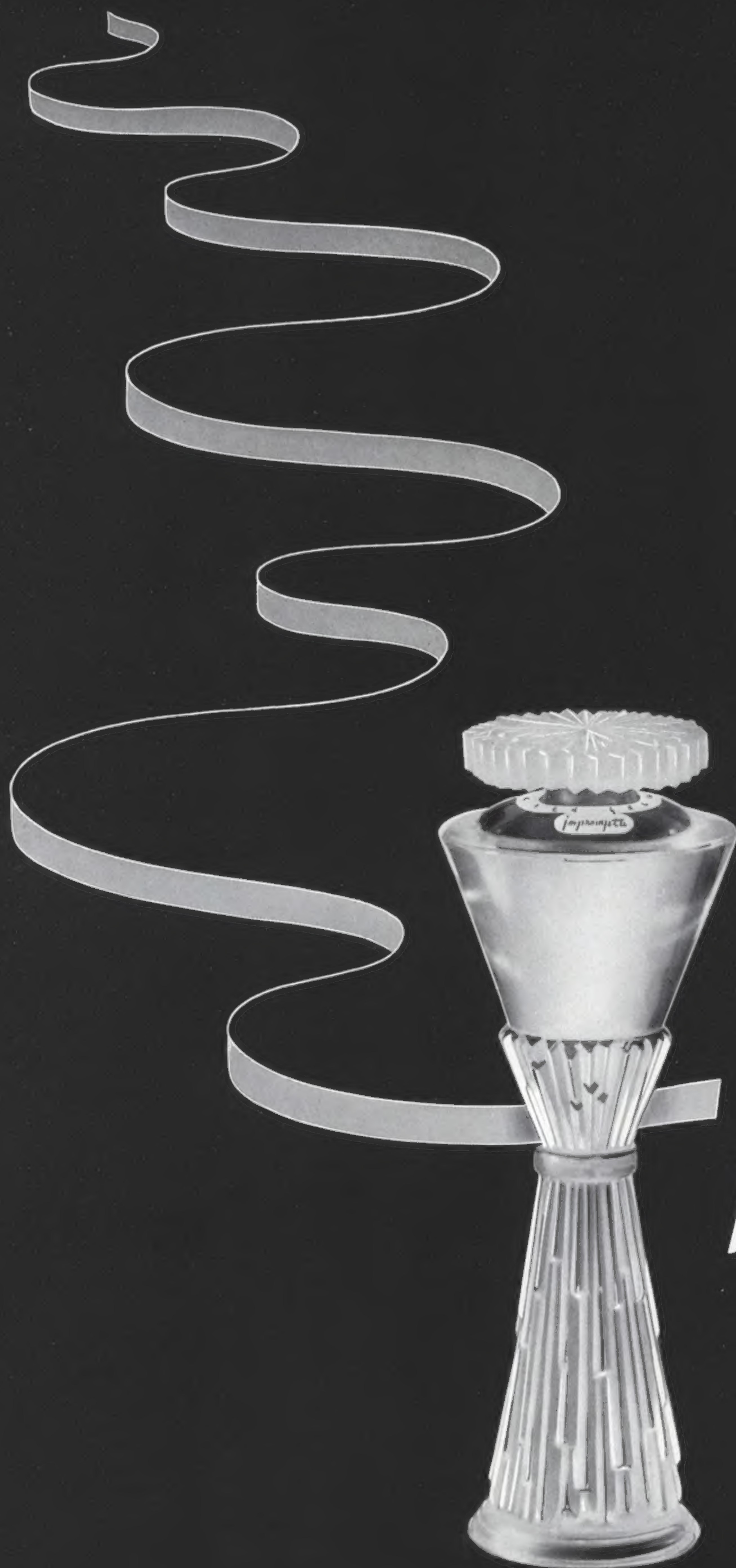
FROMM *Bright with Silver PEDIGREED FOXES*

C O U R T E S Y, L E P P E R T A N D R O O S • S A I N T L O U I S

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET



*M*agnificent indulgence for a lady who loves luxury — our black Broadtail Vionnet. Superb skins, expertly worked in diagonals to beautiful body-lines. Loop-scarf collar.



Impromptu

**LUCIEN
LELONG**
PARIS

A madcap fragrance . . . delightfully, mischievously, wilfully Impromptu . . . filling your veins with a happy clamor . . . setting your step to the cadence of laughter . . . and hurrying you off to temptations you do not wish to resist!

Bonwit Teller

FIFTH AVENUE AT 56TH ST.
NEW YORK



ARTHUR O'NEILL

Liquid Copper. Fluid shining suit for November evenings North, en route and mid-South. Directoire dandy jacket with kolinsky revers over a *poitrine* gown shining like the glass of fashion. Rosy copper, silver blue, hunter's green, white. 125.00

Misses' Gowns, Sixth Floor. Newest piled up coiffure designed by Sydney, stylist of our Beauty Salon. Seventh Floor



WARNING!

these 3 places
first betray Your Age



**YOUR
NOSE**

At 30, you may say your age is "only 28." But your nose indicates the true state of affairs. Here coarse pores may show that your cleansing has not swept out the dirt and make-up thoroughly. Use Salon Cold Cream. This Dorothy Gray cream softens... as it freshens... as it cleanses. Its oils are



so fine and light that they succeed in floating away even stubborn dirt. The first time you use Salon Cold Cream, notice how much finer your skin looks! *Salon Cold Cream*, \$1. As a dry skin cleanser, choose *Cream 683*, \$1.00.



**YOUR
EYES**

By the time you're 35, it's a temptation to say you're 30. But you'll never be convincing if lines have their way! So get right after the risk of lines with Special Dry Skin Mixture. Every night, firmly pat it in. Leave on overnight. This famous Dorothy Gray emollient gives dry skin lubrication



... plus the "sunshine" Vitamin D which your skin absorbs. Use faithfully and your looks will repay your care. *Special Dry Skin Mixture*, \$2.25. To counteract dryness and lines around eyes, add *Eye-Wrinkle Paste*, \$1.50.



**YOUR
THROAT**

At 40, it's your throat that denies your blithely claimed "35"! Wrinkles, crêpiness, flabby contours call for rigid, nightly treatments. Lavishly cover your throat with Dorothy Gray Throat Cream. Its rich lubricants do much to offset the dryness that may lead to wrinkles if neglected. And the "sunshine" Vitamin D in Throat



Cream intensifies the good work of smoothing your skin. Pat in Throat Cream briskly to stimulate local circulation. And, by all means, leave on overnight! *Dorothy Gray Throat Cream*, \$2.00, \$4.00. *Large jar, with tailored chin-strap*, \$5.00.



Impalpably fine, Dorothy Gray Salon Face Powder transforms your face immediately with a delicate, girlish bloom. In correct skin-tone shades. For filmy, transparent make-up, \$1.50. For flattering, suede-like make-up, \$1.00.



A touch of Dorothy Gray lipstick... and your whole face seems alive! Its cream base adds a satin sheen even to dry lips... helps soften them. Shades to match rouges. The newest is *Royalty Red*... a blue-blooded red that distinguishes your lips. *Lipstick*, \$1.00.



SHE steps into her car... you catch a fleeting glimpse of loveliness. Face immaculately groomed... artfully aglow with make-up. Your face, too, receives the absorbing, critical glances of others. So cherish its youthful charm. *Cleanse, lubricate, stimulate* your skin with the Dorothy Gray preparations. Now that these fine emollients have been enriched with Vitamin D, they are... according to expert scientific advice... more than ever an aid to a youthful-looking face!

Copyright, 1937, by
Dorothy Gray Co., Ltd.



Coiffure by LAURENT, 683 Fifth Avenue, New York

Supplement your home treatments with visits to the Dorothy Gray Salon. Skilled fingers... personalized treatments... encourage your skin to be its loveliest throughout the winter season.

Dorothy Gray
REG. U. S. PAT. OFF.

DOROTHY GRAY SALONS... a corporation, successor to Dorothy Gray... 683 Fifth Avenue, New York... Los Angeles Paris. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Denver... Washington Boston... Milwaukee... Buffalo... Norfolk... Atlanta... San Francisco... Seattle... London... Brussels... Amsterdam... The Hague... Rotterdam... Cannes... Nice... Monte Carlo And the Grace Line "Santa" ships.



Forbath & Rejane

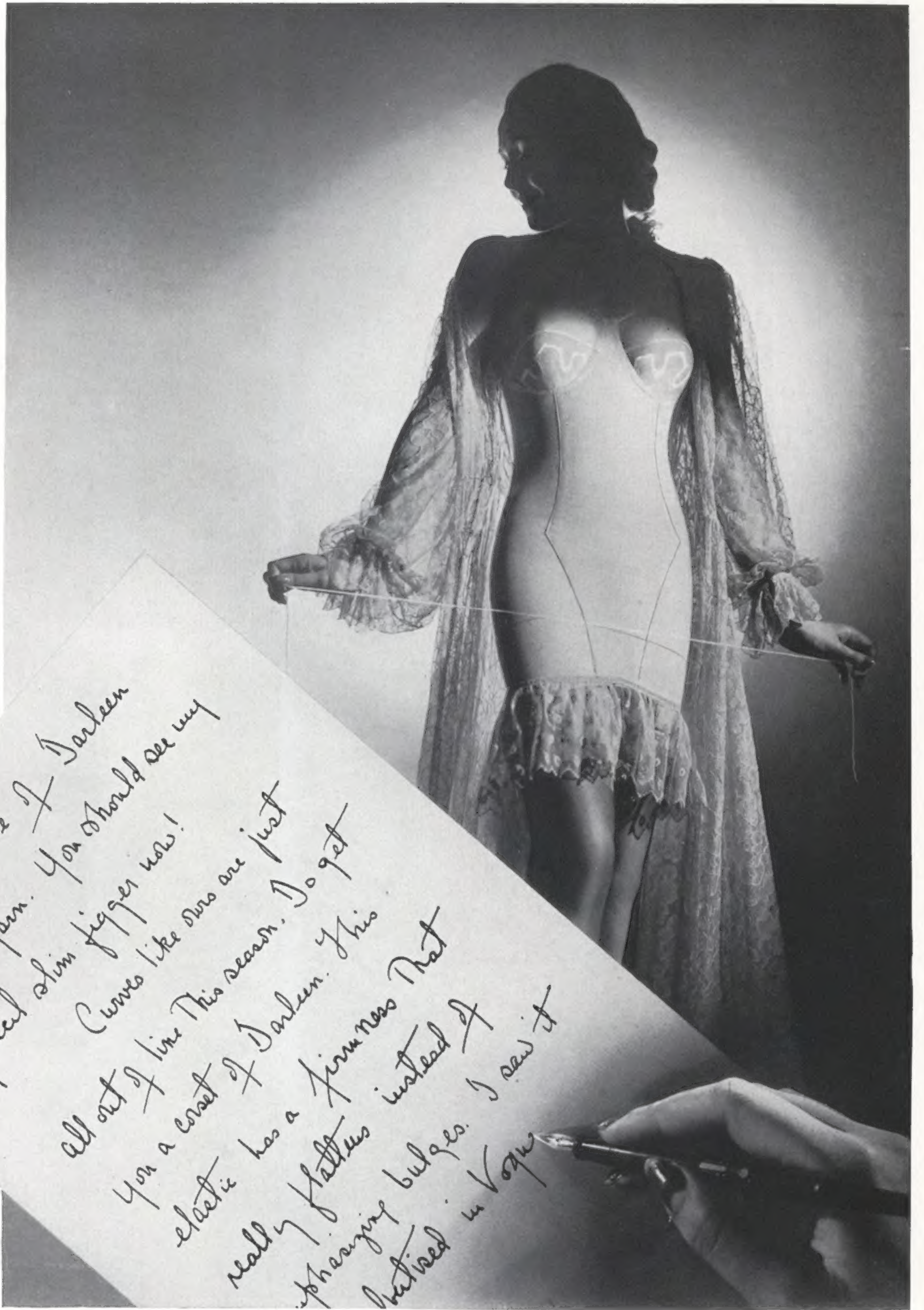
henri
Bendel inc

Gay 'nineties charm in a modern interpretation for Winter 1937-1938. Of midnight blue moire . . large velvet hat. From our collection of originals for immediate wear.

T E N W E S T F I F T Y - S E V E N T H S T R E E T  N E W Y O R K

AND AT Wm. FILENE'S SONS COMPANY, BOSTON—

...the corset department of this famous specialty store has specified "DARLEEN" elastic yarn in many new fall foundations, for better figure control. The garment shown here is made of "DARLEEN" super power yarn.



^{*}Darleen

FINER ELASTIC YARN, in three weights, is woven into foundation fabrics for all types of figures; junior, medium, heavy. It supports, flattens, grips the figure with a new sculptural firmness of line. Used by practically every good corset manufacturer, garments made of "DARLEEN" elastic yarn are available in all well-stocked corset departments. At last, an elastic yarn with dynamic restraining power that keeps its zest and resilience to the last wearing.

WASHABLE • COMFORTABLE • CONTROLLING • DURABLE

DARLINGTON FABRICS CORPORATION • 180 MADISON AVENUE • NEW YORK

*Reg. U. S. Pat. Off.



MEERSON

*GOLD SEQUINS and PEARLS** illumine a slim black sheath that hugs the figure closely. 135.00. Skyrocketing bird of paradise* head-dress in black. 28.50 *Simulated

Evening gown of white silk faille
with wide satin stripes — a big
bustle bow topping its full skirt



socially prominent — silk

Women who know about clothes insist on silk. They not only recognize the value of its tradition and the added glow that silk inspires but they appreciate those qualities of beauty, longer wear and cleanability. When buying satin, velvet, taffeta, crepe, etc., insist on silk and enjoy the clothes assurance good silks give.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK



GEORGE PLATT LYNES

GOOD THEATRE . . . subtly revealing dinner sheath from our new Collections. Superlative setting for your jewels, your high coiffure, and yourself. Worn with Schiaparelli's jeweled mesh bracelets: gold spangled veil. Black crepe with new necklace decolletage edged in rococo gilt kid scrolls, \$150. Grand Salon, *Sixth Floor*.

MARSHALL FIELD & COMPANY, Chicago

Revillon Frères

PARIS + + + Fifth Avenue at Fifty-fourth Street, New York + + + LONDON



RHYTHMIC BEAUTY: Radiant black velvet evening wrap by Lanvin, strikingly complemented by sleeves of ermine... Silver fox at its best, flowing wrap with sash of velvet, matching your gown for the evening if desired.



On glamorous nights . . .  *scintillating*

sequins beneath a sweeping coat of ermine  *...a blue fox cape flutters by...black net*

veils a revealing sheath of velvet  *. . . These and many others of the same origin will*

be seen at the smartest places . . . They come from

Stein & Blaine

13-15 West 57th Street, New York

HOW TO USE ENDOCREME — 5

What have *your* best friends told you about Endocrine? How do *their*

favorable comments compare with the hundreds of enthusiastic reports from women who started using Endocrine last spring or summer—and who have had time to observe results?

Writes one woman: "I have found Endocrine the best of any I have used for lines under my eyes, and on my forehead." Writes another: "I find, much to my surprise, that lines are getting fainter, the contour firmer . . . this is a miracle in so short a time—am using second jar."

"Wrinkles are better and crepey throat has improved!" reports another Endocrine user. And still another writes: "Very, very satisfied. The entire skin looks healthy; the wrinkles around the eyes and neck are gone."

Such reports—only four out of many hundred—should send you hurrying to the telephone, to order your first jar of Endocrine from your favorite department store or pharmacy. And when you have it, secure best results by carefully following the simple instructions at the foot of this page.



ERLICH LAZINK

FOR NECK AND THROAT

Massage with Endocrine



1. Endocrine is a night cream, containing the synthetic dihydro form of the follicular endocrine—known as Estradiol. This active ingredient is found only in Endocrine. It needs to be left on the skin for at least six hours to secure proper absorption—so use Endocrine at night.

2. The nightly dose of Endocrine for face, neck and hands is 2 grams (about ½ teaspoonful measured flat). But you need not measure. If you are using Endocrine only for your face, neck and hands, and if your jar is used up in from 30 to 35 nights, the amount is correct.

3. When applying Endocrine, be sure that the skin is thoroughly clean and dry. Use mild soap and soft water—or use your regular cleansing cream—but be sure to wipe the skin dry with cleansing tissues before you apply Endocrine. Otherwise, the Endocrine will be diluted and may work more slowly.

4. Now, with your finger tips massage Endocrine gently but very thoroughly into your skin. Continue this gentle but thorough massage until you have rubbed your Endocrine into the skin of every area you wish to treat. Always massage in the direction shown by the arrows in

the Endocrine "Venus Diagram" just above.

5. On the backs of your hands stroke Endocrine upward from your fingers to your wrists, or higher. Then pat the underchin and throat with the backs of your hands.

6. The time spent in applying Endocrine is well spent because the special ingredient is absorbed through the hair follicles into the sweat glands or through the openings of the sebaceous glands, and from there into the surrounding tissues. Endocrine cannot do its work until it has been absorbed.

7. Be sure all facial massage is gentle. Harsh massage is unwise.

8. Use Endocrine at night, every night, and leave it on all night for full absorption; it will not stain pillows or night clothes. It is prepared from fine oils in a combination which melts readily at body temperature. If the contents of the jar show a tendency to melt, keep in a cooler place.

ENDOCREME

Trade Mark

Endocrine is sold by the best department stores, specialty shops, and pharmacists, in two-ounce jars. If your favorite store is "sold out", please send its name with \$3.50 to ENDOCREME, 551 Fifth Avenue, New York, for a jar postpaid.



Copyright, 1937, Hirsch Laboratories, Inc.

that ayres look-

L. S. Ayres + co.

INDIANAPOLIS



*Carolyn**

glimmer of jet on tall slenderness in Swanback woven of Celanese*

\$29.75

Swanback, a Cohama formal fabric



GEORGE PLATT LYNES

* Reg. U. S. Pat. Off.

CAROLYN MODES are sold in one fine store in 100 cities from coast to coast. For the name of the store in your city, write National Modes, 130 W. 31st Street, New York



YOU'LL LOVE IT FOR ITS BEAUTY . . .

Every woman thrills to the exquisite beauty of the *new* LaSalle. Its style whispers ever of tomorrow—never harps on the past. *New* style...yes...but style so fundamentally sound that it will retain its youthful smartness for a long, long time!

YOU'LL LOVE IT FOR ITS COMFORT . . .

Interiors of the new LaSalle make special appeal to appraising feminine eyes. All the comfort of a drawing room is yours to enjoy. Luxury surrounds you everywhere—upholsteries, appointments and color harmonies are in rare good taste.

YOU'LL LOVE IT FOR ITS ECONOMY . . .

What a joy to find LaSalle—the fine car you want to own—so unbelievably easy to own and

to operate! It's quite within reach of the average family budget, and really—it actually costs you less to maintain the new LaSalle V-8 than many cars lower in price!

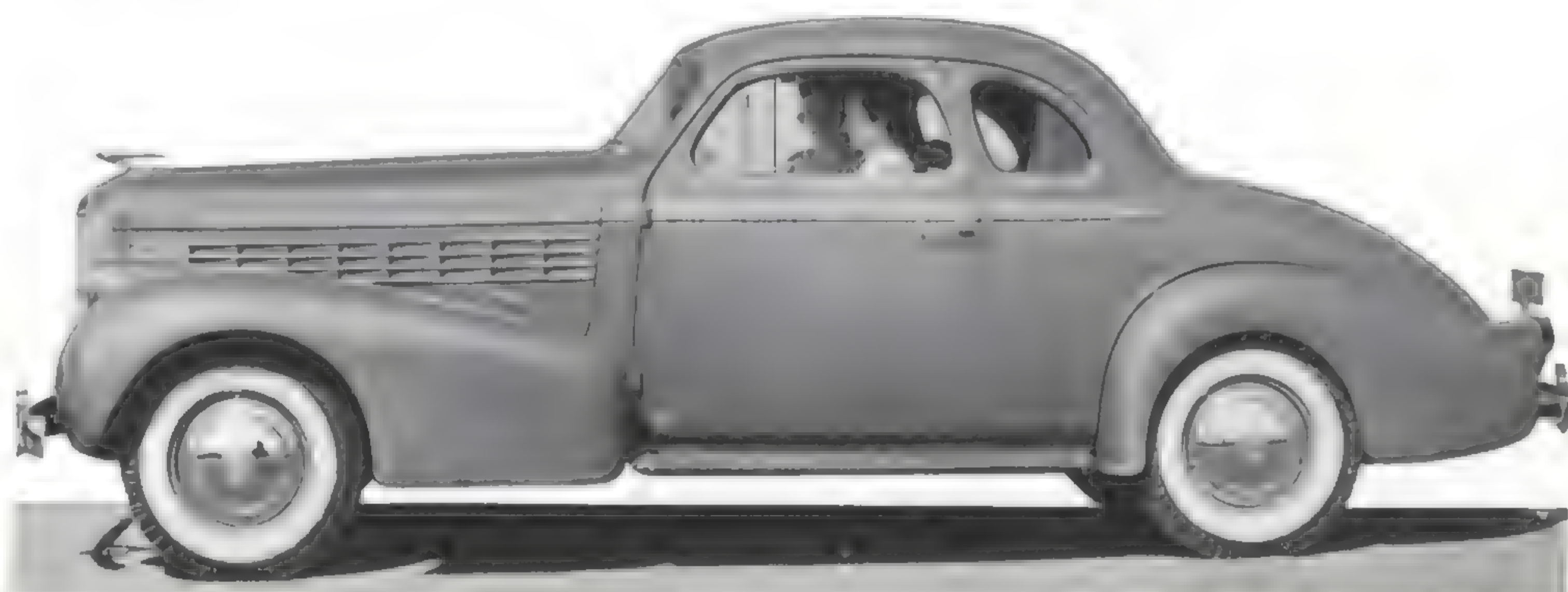
YOU'LL LOVE IT FOR ITS HANDLING

EASE . . . With the new Syncromatic Gear Shift—at your finger tips on the steering column—driving and parking the new LaSalle

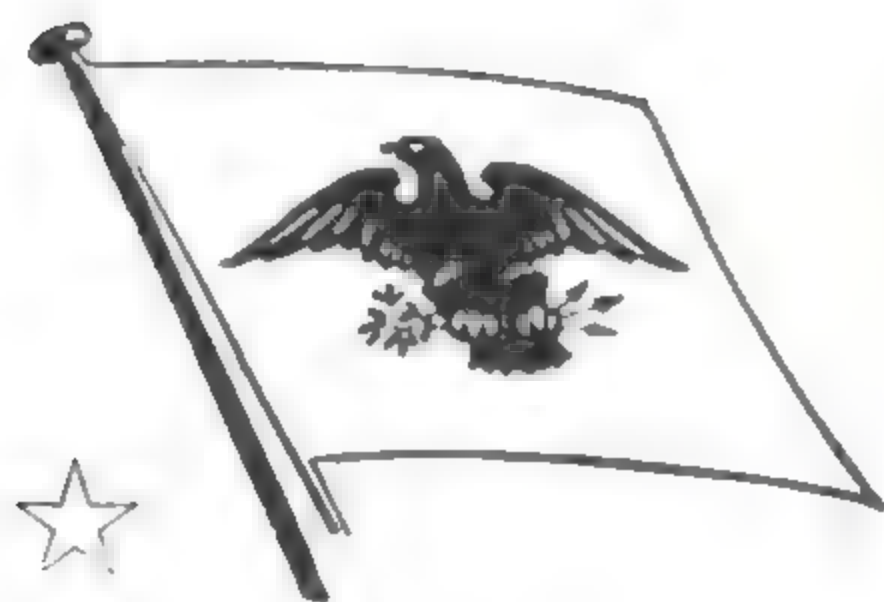
become sheer relaxation. Its new handling ease is literally amazing!

YOU'LL LOVE IT FOR ITS PRESTIGE . . .

When it comes to prestige—LaSalle is naturally in a class by itself! Built by Cadillac—its ownership lends a distinction no other car of its price affords. Won't you stop in *soon* and see the newest and finest LaSalle?



A GENERAL MOTORS VALUE



You will like these

Thoughtfully Planned Ships

... and the outstanding VALUES they offer

Sailing Day! (Below) The huge s. s. Washington backs out from her pier, as the white flag held by the sailor in the foreground signals "all clear."



Real Bedrooms — tastefully furnished throughout. Full-sized beds in all staterooms and plenty of closet and drawer space for your clothes. All rooms are scientifically ventilated — kept at just the right temperature. Many have even the luxury of a bedside telephone.



Passengers — pleasant, congenial people who make all the shipboard activities even more fun. You'll have a grand time just loafing on decks as spacious as this one on the Virginia... playing the ever-popular deck games... dancing to "all-American" orchestras.



Swimming Pools — here's colorful "Flamingo Beach", one of the two outdoor pools on each "Big 3" liner. Swim and sunbathe in gay tropical setting — luncheon tables and a refreshment bar right at the side of the pool. (Tiled indoor pools on the Manhattan and Washington.)

Food is Great — travelers of all nationalities agree on that. Each menu offers an unusually wide selection... fruits and vegetables are fresh — the coffee's American. And dining rooms — like this one on the Manhattan — are air-conditioned for your added enjoyment.



to ALL EUROPE

A sailing every Wednesday at noon direct to Ireland, England, France, Germany. On the **Manhattan** and **Washington**, largest and fastest American liners, Cabin Class from \$181—Tourist Class from \$122. Or the *President Harding* and *President Roosevelt*, Cabin Class from \$136... also "American One Class" vessels for as little as \$105.

Your **TRAVEL AGENT** will give you complete details about the travel values on these American ships. Special reductions apply on round trips.



to CALIFORNIA and Mexico

The **California**, **Pennsylvania** and **Virginia** the famous "Big 3"—are the largest ships Coast-to-Coast via Havana, the Panama Canal and Acapulco, Mexico. To *California*, 1st Class from \$225—Tourist Cabin from \$125. To *Mexico*, 1st Class from \$195—Tourist Cabin from \$105. (1st Class rates slightly higher at some seasons.)

On Watch! Officers and crew are justly proud of their well-ordered ships. Stewards understand American preferences—you never wait for service.

United States Lines ★ Panama Pacific Line

1 Broadway, New York City • 216 N. Michigan Ave., Chicago • 665 Market St., San Francisco • 19 King St., East, Toronto • Offices in other principal cities



Munkacsy

IN making Forstmann Woolens, only the best new wools and cashmeres are ever used . . . only the purest, sun-tested dyes. Every process is done with expert care. This is why the name Forstmann Woolens attached to the costume you buy is an infallible guide to supremely beautiful textures and colors which give lasting satisfaction. At all good shops, in costumes and by the yard. Forstmann Woolen Company, Passaic, New Jersey. *Sales Office:* Empire State Building, New York City.

Copyright, 1937, Forstmann Woolen Co.

Forstmann Woolens

Now see America

BETWEEN
NEW YORK AND

California

OR MEXICO CITY

Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala and Mexico, with an additional stop at Havana eastbound. These splendid Grace “Santa” ships offer all outside rooms with private, fresh water baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; gymnasiums; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace “Santas” sails every two weeks from New York and from San Francisco and Los Angeles.

TO *South America*

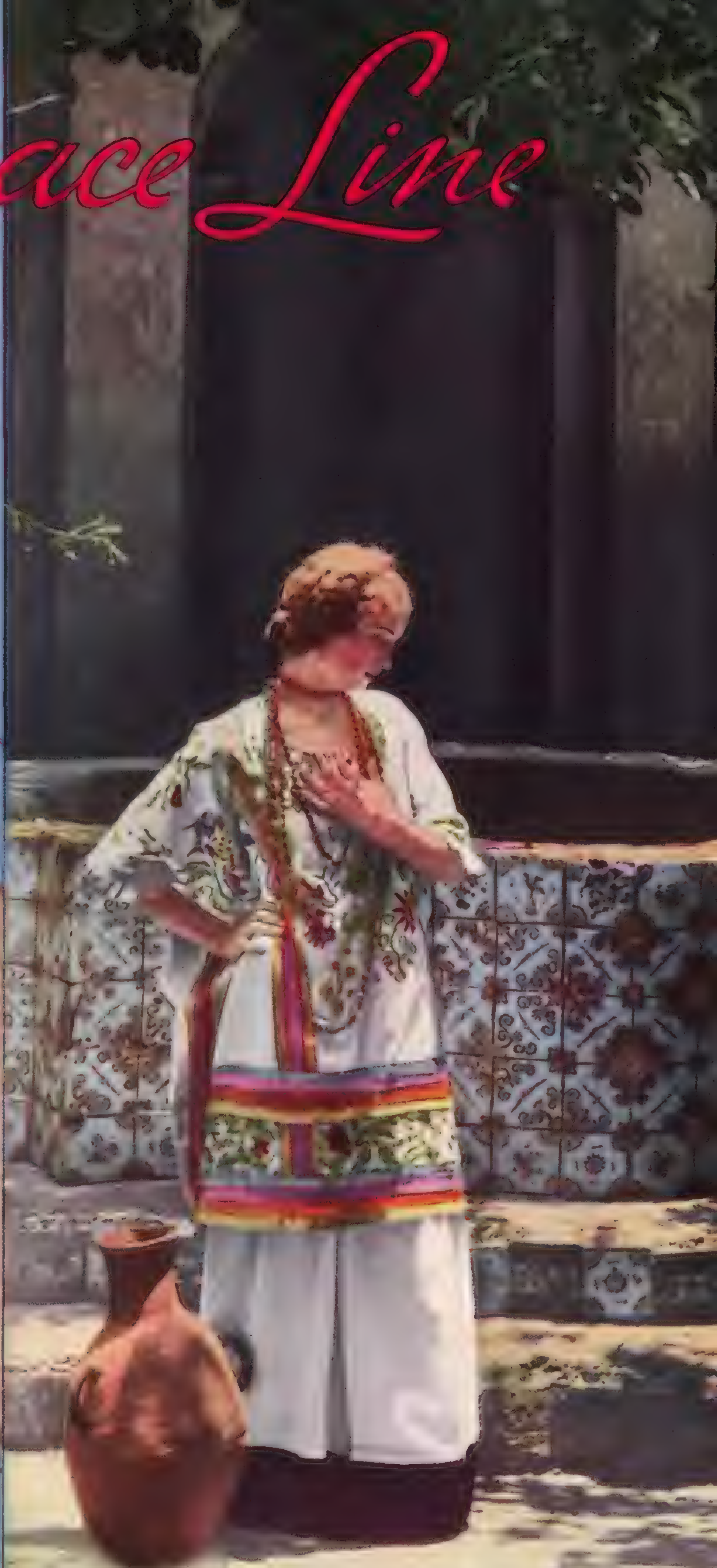
Modern Grace Line “Santa” ships sail to South America from New York every week—from California every other week. Cruises include 31 day trips to Lima, Peru; 38 day tours far into the Andes to Cuzco and the interior of Peru; and 38 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the lovely Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities, depending on cruise selected. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York three days, from other points proportionately less).

For illustrated literature, itineraries, fares and all-expense cruises, consult your travel agent or Grace Line, New York, Boston, Pittsburgh, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

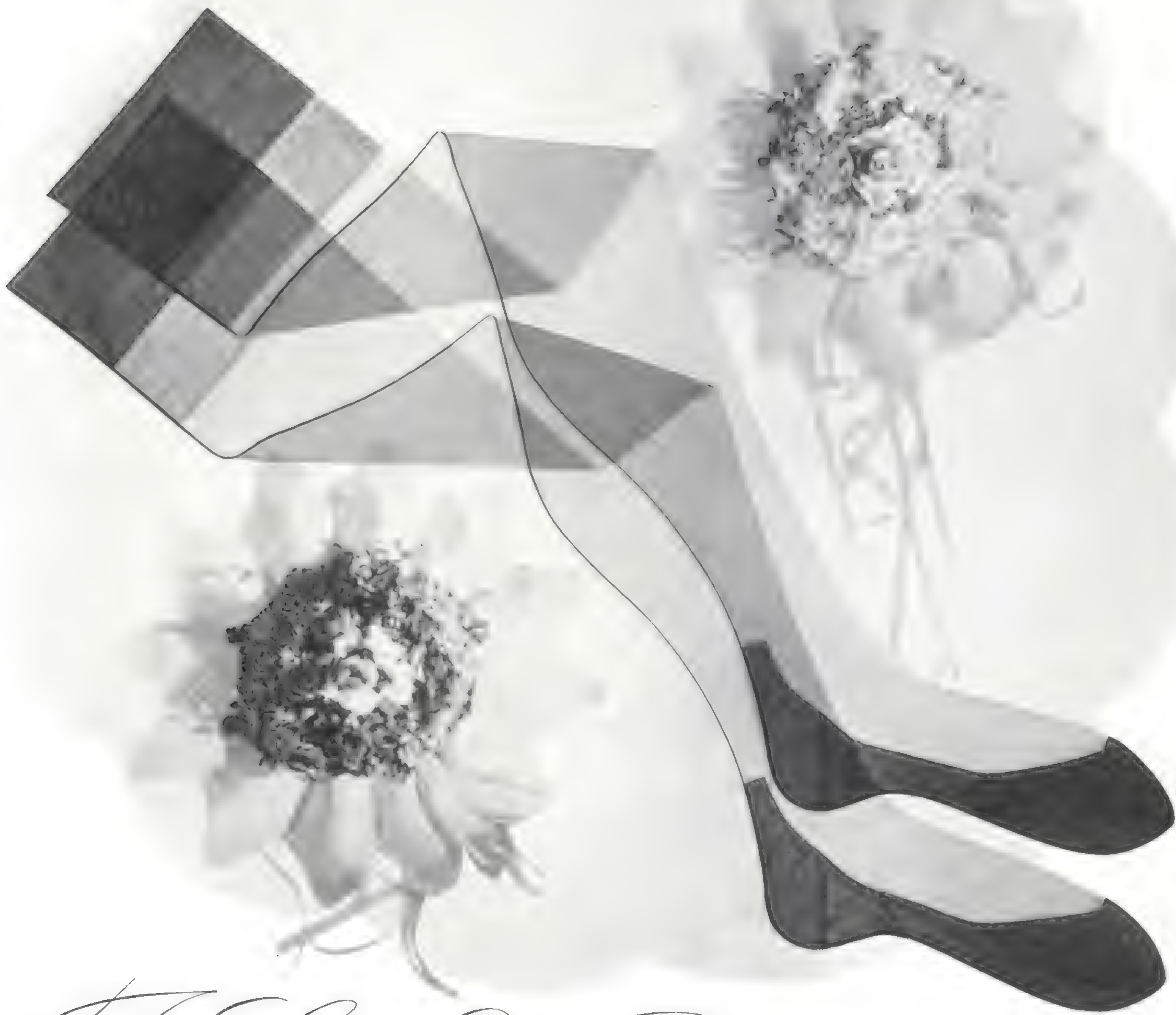
The hotel at Pucon, Chile, faces Lake Villarica, one of the most popular fishing spots in the Chilean Lake District. This natural color photograph was made by Ivan Dmitri while on a Grace Line cruise last November, springtime below the Equator.



by Grace Line



Grace Line cruises between New York and California visit en route six Spanish American countries including Mexico, where Luis Marquez photographed this charming Huastleca girl.



For Lovely Women

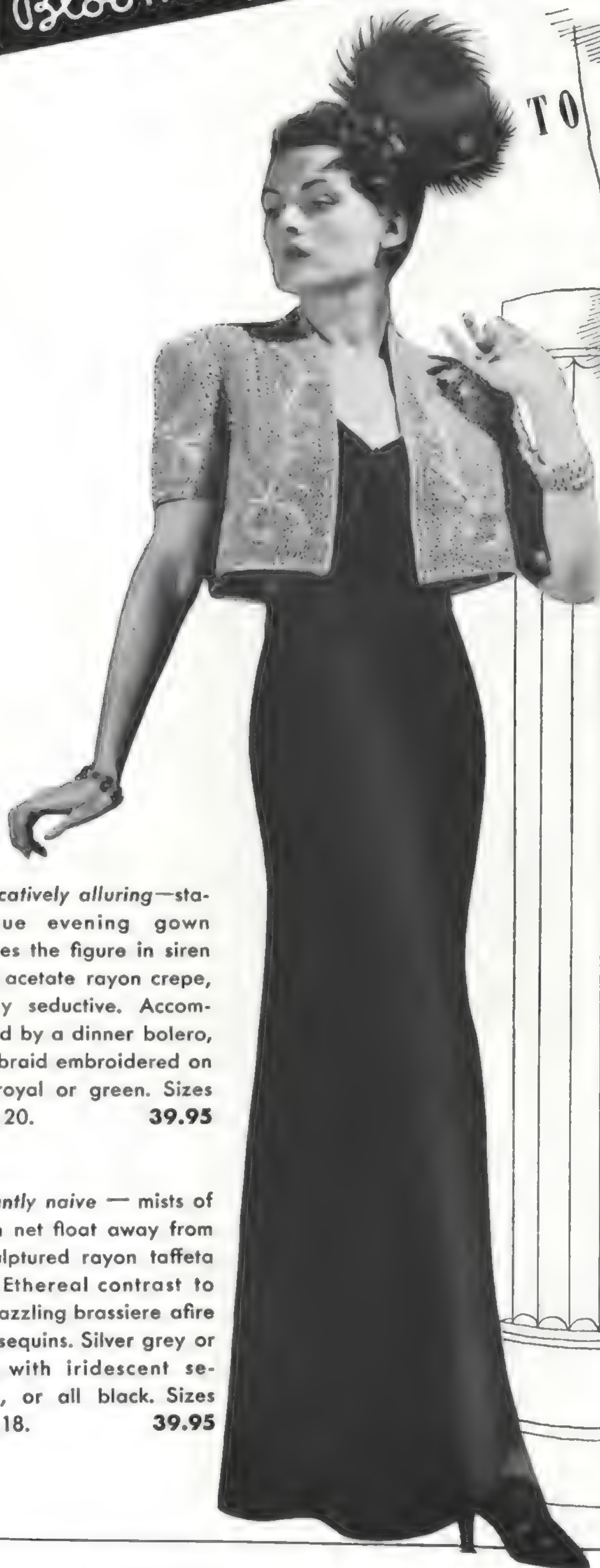
Dainty as an old-fashioned bouquet, Archer stockings form an intriguing line between shorter skirts and smarter footwear. They fit with a trim precision that accents the smartness of your costume. Designed for those who want only the finest quality hose, Archer stockings are always preferred by lovely women.

ARCHER HOSIERY MILLS, COLUMBUS, GEORGIA

Archer
Hosiery

Bloomingdale's NEW YORK CITY

TO THE GLORY OF THE EVENING



Provocatively alluring—statuesque evening gown swathes the figure in siren black acetate rayon crepe, frankly seductive. Accompanied by a dinner bolero, gold braid embroidered on red, royal or green. Sizes 12 to 20. 39.95

Brilliantly naive — mists of rayon net float away from a sculptured rayon taffeta slip. Ethereal contrast to the dazzling brassiere afire with sequins. Silver grey or blue with iridescent sequins, or all black. Sizes 12 to 18. 39.95



WATCH **Bloomingdale's**
FOR NEW FASHIONS

Van Raalte STOCKINGS



Here's a fascinating twentieth century Myth

which will spread flattering reports about the beauty of your legs! Its lovely three-thread sheerness gives the barest suggestion of a stocking, deftly and smoothly outlines your ankles. And to make a happy ending, this Myth goes far beyond expectation for long wear. \$1.15

Van Raalte

"Because you love nice things"

STOCKINGS • UNDERTHINGS • GLOVES • 295 FIFTH AVENUE, NEW YORK CITY

Coming or going—one buttons up the back, the other

down
the
front.
Crêpe
of
Celanese*
22.95



**JANE
ENGEL**

MADISON AVENUE
AT 79TH, NEW YORK

ADEM, INC., 111 Newbury Street, Boston... DOROTHY WOODWARD, 2460 Fairmount Boulevard, Cleveland... CHEZ NOUS, INC., 122 East Delaware Place, Chicago... CHARLOTTE PARKER, 1709 H Street, N.W., Washington, D.C... ANDREWS, 789 North Jefferson Street, Milwaukee... JOSEPHY, INC., 268 North Beverly Drive, Beverly Hills... TWEED SHOP OF BUFFALO, 399 Delaware Avenue... JOSEPHINE SCULLIN, 387 North Euclid Avenue, St. Louis... DRESS MART, 205 East Franklin Street, Richmond... TOWN AND COUNTRY, South Angell at Wayland Square, Providence... SPECIALTY SHOP, 106 Washington Street, Lexington, Virginia... SHARI, 185 Monroe Avenue, Grand Rapids... MILDRED FENTON, One West Bishop's Road, Baltimore

G. W. VASSAR

*Reg. U. S. Pat. Off.

PICTURE OF
JANE ENGEL WINDOW

"Fashion

EXCLUSIVE
STORES OF



LEOPARD on new double breasted, molded-to-you coat, (Neva-Wet processed). **\$75**

High, draped off-the-face beret after Agnes, with jewelled pin. **\$8.75**

IN NEW YORK CITY

Exclusive with

RUSSEKS FIFTH AVENUE

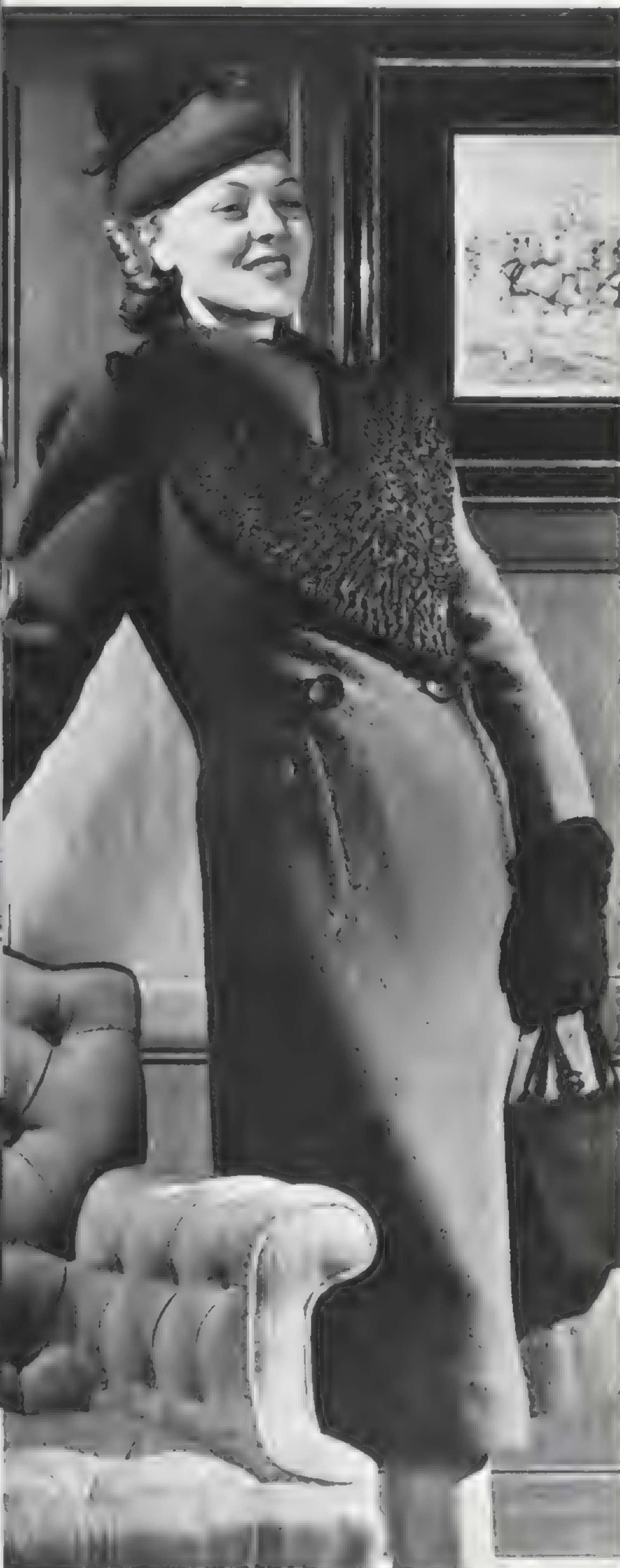
Abilene, Texas.....Campbells
Akron, Ohio.....The A. Polsky Co.
Albany, N. Y.....Flah & Co.
Allentown, Pa.....The Adams Co.
Alton, Ill.....Young Dry Goods Co.
Altoona, Pa.....Simmonds
Asheville, N. C.....Denton & Co.
Atlanta, Ga.....Leon Frohsin Shop
Auburn, N. Y.....Kalet's
Baltimore, Md.....The Schleisner Co.
Bangor, Maine.....Eugene Cummings, Inc.
Beaumont, Texas.....The Rosenthal D. G. Co.
Birmingham, Ala.....Blach's
Brockton, Mass.....Storey & Co., Inc.
Brownsville, Pa.....The Vogue
Brownwood, Texas.....Garner-Alvis Co.
Buffalo, N. Y.....L. L. Berger, Inc.
Burlington, Vt.....Abernethy Clarkson Wright Inc.
Cambridge, Md.....Richardson Style Shop, Inc.
Cedar Rapids, Ia.....Frankel's
Charlotte, N. C.....Brooks of Charlotte, Inc.
Chattanooga, Tenn.....Pickett's
Chicago, Ill.....South Shore Vogue
Chillicothe, Ohio.....Norvell's
Cincinnati, Ohio.....Jenny
Clarksburg, W. Va.....Broida's
Columbus, Ga.....Kralffy's
Columbus, Ohio.....Madison's, Inc.
Cumberland, Md.....Lazarus, Inc.



BLACK FOX — for very deep cuffs, and little boy collar on a sculptured fitted coat, (Neva-Wet processed). . . . **\$80.00**

Dressmaker Smocked crown; high, soft, on a wide roll brimmed felt with twisted quill **\$8.75**

Danville, Ill.....Parisian (Oscar Meis)
Danville, Va.....Belk-Leggett
Dayton, Ohio.....Towne and Country, Inc.
Decatur, Ill.....Stewarts Fields Apparel Section
Denver, Colorado.....The Denver Dry Goods Co.
Des Moines, Iowa.....Wolf's, Inc.
Detroit, Mich.....Walter's, Inc.
Duluth, Minn.....M. C. Albenberg Co.
Elmira, N. Y.....E. Hazel Murphy Dress Shop
Erie, Pa.....Sardeson's
Evansville, Ind.....Kaiser's
Freeport, Ill.....Hecht's
Fresno, Calif.....Bruckner's
Galesburg, Ill.....O. T. Johnson Co.
Galveston, Texas.....McBride's, Inc.
Gary, Ind.....Hudson's, Inc.
Glendale, Calif.....Campus Shop, Inc.
Great Falls, Mont.....Sullivan's, Inc.
Greensboro, N. C.....Brownhill's
Greensburg, Pa.....Pross Co.



PERSIAN — down to the waist of a snug, two-button double breasted coat, (Neva-Wet processed). **\$80.00**

New Version of the calot in felt, with black Persian lamb rabbit's ears. . . . **\$10.50**

Hammond, Ind.....Rothschild & Hirsch
Harrisburg, Pa.....The Wm. B. Schleisner Store
Hartford, Conn.....Outlet Millinery Co., Inc.
Hollywood, Calif.....Byers
Huntington, W. Va.....The Princess Shop
Jackson, Mich.....The Elaine Shop
Johnstown, Pa.....Kline's, Inc.
Kewanee, Ill.....Kewanee D. G. Co.
Knoxville, Tenn.....Miller's
La Crosse, Wis.....E. R. Barron Co.
Lafayette, Ind.....Loeb & Hene Co.
Lancaster, Ohio.....Wiseman's

*Registered FASHION FIRSTS, INC., 390 FIFTH AVENUE, N. Y.

Firsts

WITH LEADING
AMERICA



BLACK JACQUARD MATELASSE in a gem of form-revealing style. Gold kid to accent tiny waist. "Neva-Wet" processed rayon "Crepe Elegante".
\$29.75

Felt and antelope... in an off-the-face beret with immensely flattering veil. . . . \$8.75

"FASHION FIRSTS" TRIUMPH! Two dashing bows of violet and black combined. In "King's Ransom" rayon crepe*, (Neva-Wet processed).
*An original Alpren-Levinthal fabric. **\$25.00**
New use of velour - in a sculptured turban - with brilliant jersey. . . . \$8.75

- Reading, Pa. Gilman's
- Richmond, Va. Greentree's
- Roanoke, Va. Lazarus, Inc.
- Rochester, N. Y. Kroll's
- Rock Island, Ill. McCabe's Style Shop
- Rutland, Vt. The Vogue Shop
- Sacramento, Calif. Bon Marche
- St. Louis, Mo. Sonnenfeld's
- Salisbury, Md. The Schleisner Co.
- San Antonio, Texas. Carl's
- San Francisco, Calif. Livingston Bros.
- San Jose, Calif. Appleton & Co.
- Schenectady, N. Y. Lady Lee-Evelyn Shop
- Scranton, Pa. Cleland Simpson Co.
- Sharon, Pa. R. H. Garrick
- South Bend, Ind. Worth's
- Spokane, Wash. Alexander's
- Springfield, Mass. Beverly Shoppe
- Stamford, Conn. H. Frankel & Sons
- Syracuse, N. Y. Flah & Co.
- Terre Haute, Ind. Silver Specialty Shop
- Tyler, Texas. Klines
- Uniontown, Pa. Rosenbaum, Inc.
- Vicksburg, Miss. The Valley Dry Goods Co.
- Warren, Ohio. House of Fashion, Inc.
- Washington, D. C. Frank R. Jelleff, Inc.
- Wilkes Barre, Pa. Hollywood Apparel Shop
- Wilmington, Del. Arthur's Apparel Shop
- Worcester, Mass. Richard Healy Co.
- York, Pa. Bell's
- Youngstown, Ohio. Chas. Livingston & Sons, Inc.
- Zanesville, Ohio. Emma Ferrel Shop
- Hamilton, Ont., Canada. The T. Eaton Co., Ltd.
- Montreal, Que., Canada. The T. Eaton Co., Ltd.
- Toronto, Ont., Canada. The T. Eaton Co., Ltd.

BOW-KNOTS - in tiniest seed pearls on a dress of "Crepe Croisette," A National Fabric. (Neva-Wet processed). . . . \$29.75
Striking high-flared beret of felt, with forehead band of velvet studded with tiny pearls. \$8.75

- Lancaster, Pa. Hertzler
- Lansing, Mich. The Style Shop
- Lexington, Ky. Denton's
- Lima, Ohio. Feldman's Inc.
- Longview, Tex. Palais Royal
- Louisville, Ky. Simmonds
- Lowell, Mass. Cherry & Webb Co.
- McKeesport, Pa. Katzman's
- Manchester, N. H. Leavitt Stores Corp.
- Mason City, Ia. Damon's, Inc.
- Memphis, Tenn. Lowenstein's
- Midland, Texas. Addison-Wadley Co.

- Milwaukee, Wis. Bitker-Gerner
- Nashville, Tenn. Rich, Schwartz & Joseph
- New Haven, Conn. Moline's
- Nogales, Arizona. La Ville de Paris
- Norfolk, Va. Rice's Fashion Corner, Inc.
- Oak Park, Ill. Bramson, Inc.
- Ogden, Utah. Fred M. Nye Co.
- Oklahoma City, Okla. Street's Ready-To-Wear
- Omaha, Neb. Natelson's
- Parkersburg, W. Va. Broida's
- Peoria, Ill. The New Brooks
- Philadelphia, Pa. Dewees
- Phoenix, Ariz. The Vogue
- Pittsburgh, Pa. Meyer Jonasson's
- Pittsfield, Mass. England Bros.
- Portland, Oregon. Lipman-Wolfe & Co.
- Portsmouth, Va. Leggett Department Store
- Pottsville, Pa. Caster's
- Racine, Wis. Murray Held Co.
- Raleigh, N. C. Jean's

Write to your local store for the new 12-page "FASHION FIRSTS" brochure



Infanta

A NEW PERFUME BY

PRINCE MATCHABELLI



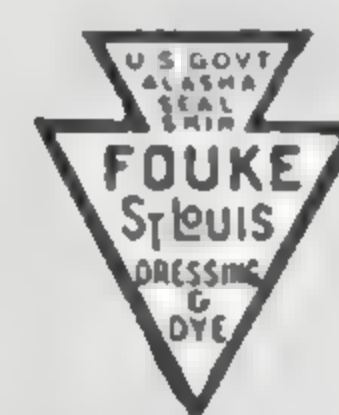
THE "DUNNEWORTHY" COAT
IS EXCLUSIVE WITH THE
FOLLOWING STORES...

Baltimore, Md.....Miller Bros.
Buffalo, N. Y.....Flint & Kent
Chicago, Ill.....Mandel Bros.
Cleveland, Ohio..Engel & Fetzner Co.
Columbus, Ohio.....B. S. Goldman
Denver, Col., Daniels & Fisher Stores Co.
Des Moines, Iowa. Cowrie Tanning Co.
Detroit, Mich.....J. L. Hudson Co.
Duluth, Minn... Master Furriers, Inc.
Kansas City, Mo.... Harzfeld's, Inc.
Los Angeles, Cal.. J. W. Robinson Co.
Milwaukee, Wis.. A. J. Christensen, Inc.
Minneapolis, Minn.. P. Schlamp & Son
New York, N. Y.....Bloomingdale's
Oakland, Cal.....H. C. Capwell Co.
Phila., Pa.... Strawbridge & Clothier
Pittsburgh, Pa.....Kaufmann's
Rochester, N. Y.....Projansky Co.
Sacramento, Cal... Green's Fur Store
St. Louis, Mo.. Thos. W. Garland, Inc.
St. Paul, Minn.... Field-Schlick, Inc.
Salt Lake City, Utah.....Z. C. M. I.
Seattle, Wash.... Frederick & Nelson
Toledo, Ohio.... A. F. Schwalbe, Inc.
Youngstown, O.. Strouss-Hirshberg Co.

"The Dunneworthy"... a new fashion triumph
in MODERN ALASKA SEALSKIN

IRENE DUNNE, co-starring
with CARY GRANT in
"THE AWFUL TRUTH," a
current COLUMBIA PIC-
TURE hit, wearing the
"DUNNEWORTHY," a
Safari Brown Alaska Seal-
skin coat designed especially
for her by Robert Kalloch,
noted Columbia designer.

THE glamour of
Alaska Sealskin, which shone so brilliantly at the Paris Openings, radi-
ates out to Hollywood—and inspires a notable designer to achieve a fur
fashion masterpiece for lovely Irene Dunne. Design of fresh distinction
in a fur of reigning vogue—that is the "Dunneworthy". In deepest Black
or in favored Safari Brown...and, naturally, in a strictly limited edition.



*The Genuine Alaska Sealskin is
always identified by this mark*

Clothes "on-the-Go" NEED TALON PLACKET FASTENERS Reg. U. S. Pat. Off.

That's what Junior Misses tell
Spader, famous New York artist



Play no favorites ... stay as trim on one side as on the other. Talon fastener banishes all placket gaps



● Bright flowers are lacquered on the black net of this romantic evening gown. Velvet sash ties at the waist. Taffeta slip and dress close with Talon placket fasteners.



One swift little gesture and your placket's smooth as a seam ... when it's closed with a Talon slide fastener



● V-neck and wrap-around sash of this matelasse crepe dress are lined with a contrasting color. Trim hipline indicates a Talon fastener in the placket.

JUNIOR MISS DRESSES



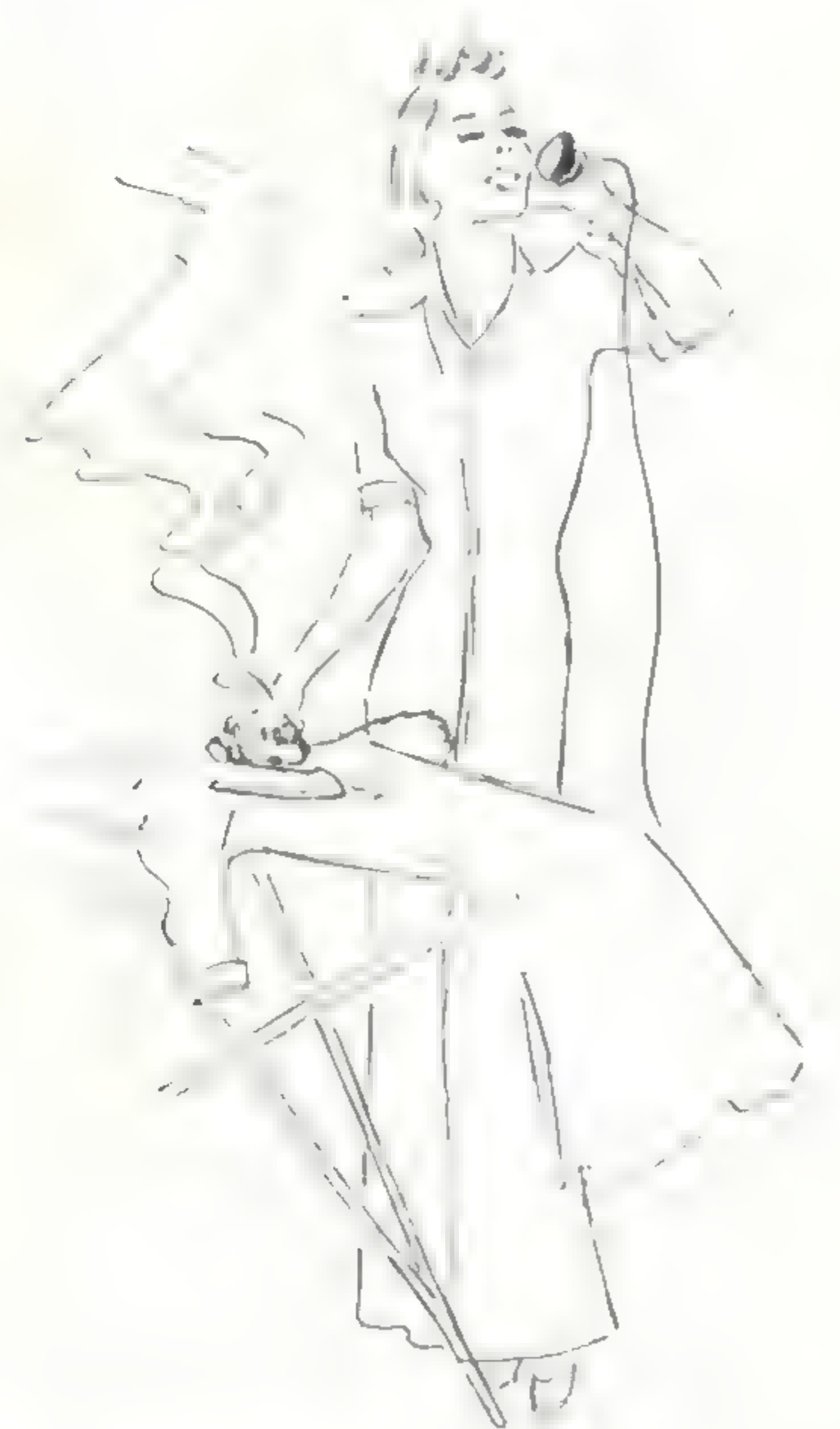
● No bulge mars the smooth hipline of this low-backed dinner dress—its side placket closes with a Talon fastener. Paillettes trim neckline and sash.



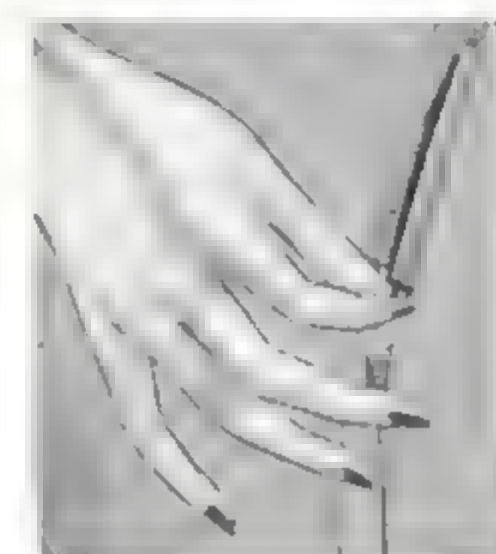
● Two-piece lightweight wool. The basque top is embroidered in wool flowers. Flared skirt has a Talon slide fastener concealed in the side placket.



● Smart young version of the double duty dress in crepe with a wide contrasting girdle. Talon fastener in the placket augments the fitted lines.



The Talon placket fastener comes through even the perils of dry-cleaning and pressing triumphantly



All dresses on this page are creations registered with the Fashion Originators Guild ... available in sizes 11 to 17 at leading stores. The Talon slide fastener, properly applied, is entirely invisible when closed.

Are you her type?



HEURE BLEUE
GUERLAIN

Chrysler

IN THE LOW -



CHRYSLER *Royal* - MORE FOR THE MONEY
IN THE LOW-PRICED FIELD!

TWO
Bea

BIGGER . . . and a beauty! That's the new Chrysler Royal for 1938. It has three inches more wheelbase than the 1937 Royal which invaded the low-priced field with such spectacular success last year.

Look at that proud, commanding radiator in the picture above! Note the jewel-like modeling of the radiator grille . . . the graceful union of hood and fenders . . . the smart new position of the streamlined head-lamps!

When you look inside, beauty greets you again! The instrument panel sets the keynote . . . rich, smart, luxurious . . . blending in color harmony with the striking new steering wheel and its ring-

type horn control . . . complementing the superb upholstery in new short-nap mohair or broadcloth.

More power! A new Gold Seal engine, with that same thriftiness that so delighted owners last year. And this new wonder of Chrysler engineering delivers 95 horsepower . . . silky smooth Floating Power!

Glorious roominess! 119 inches of wheelbase. 96 $\frac{1}{4}$ inches from windshield to rear window! A 49 inch rear seat! The most spacious luggage capacity you ever saw.

High-priced riding comfort . . . Chrysler's matchless combination of long wheelbase . . . scientific weight distribution . . . slow-recoil

Amola Steel springs . . . Aero Hydraulic Shock Absorbers . . . independently sprung front wheels.

Safety leadership with Safety All-Steel Bodies . . . Chrysler hydraulic brakes . . . 14 years time tested! Such fine-car engineering features as valve seat inserts . . . finger-touch steering . . . silent synchronized gear-shifting . . . with Automatic Overdrive as optional equipment.

Craftsmanship such as only Chrysler provides. Chrysler's top-ranking standards . . . dozens of extra precision operations to assure reliability and long life.

Truly, for 1938, Chrysler again tops 'em all in the low-priced field!

SMART NEW BEAUTY!

Dynamic new front end design . . . vertical radiator profile . . . graceful, sweeping fenders.

LONGER WHEELBASES!

Royal . . . 3 inches longer—now 119 inches.
Imperial . . . 4 inches longer—now 125 inches.

NEW LARGER ENGINES!

Chrysler Royal increased to 95 horsepower, Chrysler Imperial now has 110 horsepower.

Better ENGINEERED!

Sweeps On

PRICED FIELD!



**NEW
Uses
FOR 1938**

**CHRYSLER Imperial-PHENOMENAL
PERFORMANCE AT A REMARKABLE PRICE!**

RICH NEW INTERIORS!

Beautiful new instrument panels...new steering wheel...mohair or broadcloth upholstery.

OUTSTANDING ECONOMY!

New larger, high efficiency Gold Seal engines...new masterpieces of Chrysler engineering.

NEW BALANCED RIDE!

Independently sprung front wheels...Aero Hydraulic Shock Absorbers...balanced weight.

...Better MADE!

THE BEAUTIFUL, high-powered Imperial for 1938! More fine car for the money than America has ever seen!

Long famous as Chrysler's top-ranking car, the magnificent Imperial is now in the medium-priced field!

Under the long, impressive hood, a new, bigger engine...the most thrilling in Chrysler history! The electrifying response of 110 horsepower...cradled by Floating Power...made trigger-quick by advanced dual carburetion.

The proud, commanding beauty that comes from added length and size! Wheelbase increased to 125 inches...for low-swung smartness

and grace...for the roominess of true fine-car luxury!

Deep, wide, chair-high seats! Beautiful appointments! Matchless riding ease...the buoyant, gliding smoothness of longer wheelbase...balanced weight distribution...independently sprung front wheels...and Aero Hydraulic Shock Absorbers!

The safety and reliability of Chrysler's great engineering features...all at their finest expression. Safety *All-Steel Bodies*...hydraulic brakes...steering and gear-shifting perfection that makes this big, powerful car as effortless as the breeze. Automatic Overdrive is optional equipment.

You'll want to drive this split-

second performer...you'll thrill to its ability, marvel at its price!

See Chrysler's two great new beauties at the automobile shows. Prove to yourself that again in 1938 Chrysler sweeps on to new leadership in beauty, performance, comfort and value!

★ ★ ★

Easy to buy on convenient terms with the official Commercial Credit Company plan.

☆ **NEW 1938 ROYAL**...95 horsepower, 119-inch wheelbase. Ten body types.

☆ **NEW 1938 IMPERIAL**...110 horsepower, 125-inch wheelbase. Six body types.

☆ **NEW 1938 CUSTOM IMPERIAL**...130 horsepower, 144-inch wheelbase. Three body types.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10 P. M., E.S.T.

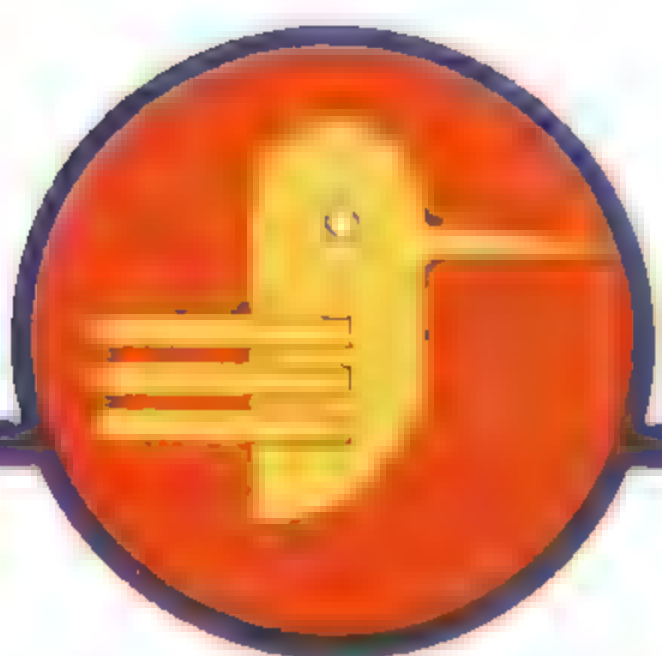
AND
THAT'S
THE
THRILL!



TO know you stand out from the crowd—even such a crowd as Football assembles . . . that's a thrill . . . It's a thrill to know you have chosen so well that down to the very tips of your toes you are ready to meet any eye proudly . . . To know that your stockings are cobweb sheer in seeming

airy disregard of all laws of physics and economics . . . But to know that invisible extra silk guards every thread of those stockings, making them take surprising punishment . . . that, my ladies, is the thrill that *is* a thrill.

DAVENPORT HOSIERY MILLS, INC.
CHATTANOOGA, TENNESSEE
NEW YORK OFFICE, 385 Fifth Avenue



Davencrepes BY **Humming Bird**
WOMEN'S FULL FASHIONED SILK HOSIERY *Exclusively*

GUARDED BY INVISIBLE EXTRA SILK

DRESSES MEN LIKE

Carl Wilson, New York
fashion artist, picks five... all
with TALON placket fasteners
Reg. U. S. Pat. Off.



Dresses that encourage promptness ... They have speedy Talon slide fasteners in the plackets.



● Bands of self-fringe trim a one-piece dress of lightweight wool. Jewelled studs for buttons. Talon placket fastener for trim-fitting lines.

● Black net fills in the low back and makes the sleeves of a black crepe dinner dress. Sequins trim the dress and matching jacket. Talon fastener in the seam-smooth placket.

Dresses that look glamorous ... that end ugly placket gaps with the seam-smooth Talon slide fastener



MISSSES' DRESSES



● Delicate scrolls of matching embroidery accent sleeves and gores skirt of a crepe afternoon dress. Talon slide fastener is concealed in the side placket.



Dresses that can stand inspection ... Plackets never pop open unexpectedly when closed with the Talon fastener



● A slim young dress of rough crepe has a matching bolero jacket that is smartly shirred. It keeps its fitted waistline trim with a Talon fastener in the placket.



● Without its bolero jacket, this crepe dress displays a net top banded in crepe. A Talon placket fastener accounts for its smooth hipline.



All dresses on this page are creations registered with the Fashion Originators Guild... available in sizes 12 to 20 at leading stores.

The Talon slide fastener, properly applied, is entirely invisible when closed.

*Even Spectator Sports
are hard on heels
unless...*

**THEY'RE
SCUFFLESS!**

Active days are ahead—but they're hard days for your shoes. Get off to a good start with scuffless heels! They're smart—and they're as practical as they're chic.

If you've ever scuffed your heels driving your car, or on city curbs and gratings, or while walking in the country, you'll appreciate the value of Du Pont's "Pyrasheel" scuffless heel coverings. In the built-up heel effect they're much lighter too, so they make shoes more comfortable to wear.

Today almost all shops and stores have shoes with scuffless heels. The lovely shoes shown on this page have heels covered with "Pyrasheel"—heels that will *not* be scuffed, checked or cracked! These shoes are made by Gregory & Read Co. and Walk-Over Shoe Co.

Be sure to ask for scuffless heels next time you buy shoes.



"Pharo," the style shown at the extreme left, is a new black suede step-in model with patent trim now being featured by the WALK-OVER SHOE CO. Like so many other WALK-OVER styles, "Pharo" has scuffless heels for lasting attractiveness.

A year-round favorite of the GREGORY & READ CO. is this stylish baby calfskin opera pump. This reliable style is so popular that it's held perpetually in stock. And you'll have perpetually new-looking heels, too, as they're scuffless.



Scuffless **DU PONT**
PYRAHEEL
REG. U. S. PAT. OFF.

ONLY PHOENIX HOSIERY HAS *Vita-Bloom**

...and what a difference it makes in hosiery beauty and wear!



COPYRIGHT 1937, PHOENIX HOSIERY CO.

Texture as smooth as rose-petals...color with an unusual depth of tone! A difference you can *see* and *feel*, because Phoenix VITA-BLOOM restores a vital element which is extracted in the making of hosiery—an element which restores the original *life* and *vitality* of the silk. And this same method gives longer wear as well as a new beauty...found *only* in Phoenix VITA-BLOOM Hosiery.

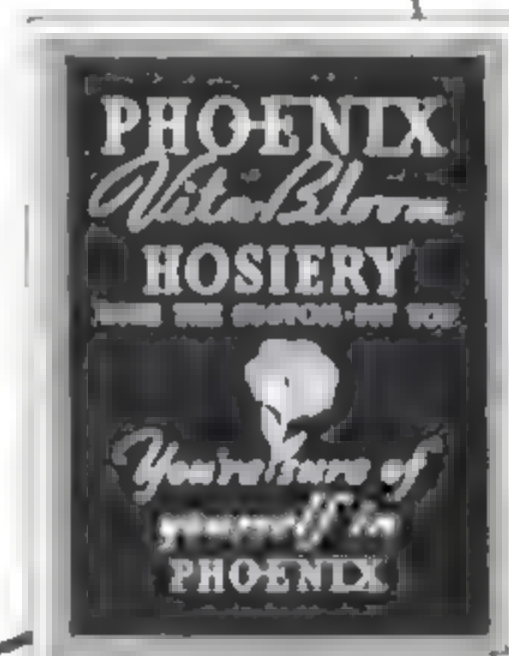
**This patented process exclusive with Phoenix*

PHOENIX

Vita-Bloom

GLORIFIED WITH THE PETAL TEXTURE

HOSIERY



LOOK FOR THIS LABEL ON EVERY PAIR

.. YOU'RE SURE OF YOURSELF IN PHOENIX ..



POSTCARD ALBUM

SMART TEAMWORK



CAVALIER



AUTUMN FLAME



POSTCARD ALBUM

GLENTEX SCARFS

Recipe for fashion success: Team your stadium tweeds with the POSTCARD ALBUM, a large hand-rolled satin square, tied shawl-fashion around your head in the popular Continental fashion. Team your town coat with AUTUMN FLAME, a long fringed tubular scarf of printed jacquard silk a-blaze with harvest colors. Team your silks with CAVALIER, a printed brocade velvet ascot of romantic mood. Each is about \$2 in the foremost stores of the country.

GLENSDER TEXTILE COMPANY • NEW YORK

JEAN PATOU
PRESENTS HIS NEW PARFUM



COLONY

CONTEST RULES

1. Each entrant must be a member of the graduating class of 1938 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entry blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than Nov. 20th.

3. The contest will consist of two parts: first, a series of six quizzes to be answered by the entrants; second, a thesis (not to exceed 1500 words) on a general fashion subject to be selected by Vogue.

4. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue and the succeeding quizzes will appear in the issues of December 1st, January 1st, February 1st, March 1st and April 1st. Save your copies of Vogue until the end of the contest; you may need them for reference.

5. Each quiz will be made up of from 5 to 10 questions which will range, in subject matter, from definite fashion points to "idea" questions on the general fashion field.

6. Papers will be graded on these points:

- (a) Fashion knowledge derived from a study of Vogue.
- (b) Clear and vivid writing.
- (c) Dramatic presentation of ideas.
- (d) General promotion.

7. Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.

8. Entrants will be required to send answers to all six of the quizzes and write a thesis in order to be eligible for a prize.

9. Subjects for the thesis will be announced January 1st. Theses must not exceed 1500 words in length and are due on April 20, 1938.

10. All test papers and theses must be typewritten in double space on one side of page. Name and college of the contestant must appear on every page.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the *Prix de Paris* will be announced on or about May 15th, 1938. The girls selected by the Editors, on the basis of test answers, theses and interviews, will join Vogue's staff for the following year. First prize is a year's employment with Vogue, at least six months of which will be spent in the Paris office. The winner will be paid an adequate salary plus her expenses to and from Paris. The winner of second place in the contest will be employed for at least six months in the New York office of Vogue. Suitability for permanent positions on Vogue's staff will also be a factor in the selection of the prize-winners.

WHAT THE WINNERS SAY ABOUT

PRIX de PARIS

University of Wisconsin

"Believe me, seniors, the 'Prix de Paris' is worth any number of midnight quiz sieges, postponed party dates, and room-mate's shattered nerves. It's worth all you can give it, if you are interested in an exciting fashion career."

Virginia Van Brunt, first prize-winner.

Smith College

"Vogue's yearly 'Prix de Paris' disproves the platitude about Opportunity knocking only once. Try it, all of you, because it's as much fun as any game, and if you win, you'll enjoy working for Vogue more than you can ever imagine."

Alice Schultz, second prize-winner

Rockford College

"Thanks to the 'Prix de Paris', I have just started work on 'Fashions of the Hour'—the magazine published by Marshall Field and Co. This opportunity was solely a result of the contest, and hard sustained work does the trick."

Marjorie Keller, Honorable Mention.

Duke University

"Vogue's second 'Prix de Paris' was like a vocational course at college, and a most enjoyable extra-curricular activity besides. The experience that I gained from it is invaluable to me in the retail advertising I am doing now."

Alma Lloyd Ranson, Honorable Mention.

University of California

"The fact that I was given Honorable Mention in the 'Prix de Paris' has made for me many valuable business contacts, and raised me from an unemployed college graduate to a fashion writer for a new west-coast class magazine."

Donna Reid, Honorable Mention.

Southern Methodist University

"Honorable Mention in Vogue's 'Prix de Paris' was my letter of introduction into the fashion world. As a result of it, I have been offered several jobs from which to choose, proving that it was a letter of recommendation as well."

Davilla St. Clair, Honorable Mention.

Woman's College, University of North Carolina

"Vogue's 'Prix de Paris' should be a required course for college seniors interested in a fashion career. For me, the 'Prix de Paris' led to a position in Vogue's organization; and for every contestant it is valuable training."

Elizabeth Winspear, Honorable Mention.

Barnard College

"The day you send in your 'Prix de Paris' is going to be one of your red-letter days, for this is one contest in which you can't lose. And when you've finished you'll know a lot that will interest not only yourself, but prospective employers, too."

Rosemary Farr, Honorable Mention.

QUIZ No. 1

1 As has been done in the "Dictionary of New Expressions" on page 159 of the October 1, 1937, issue of Vogue, define the following words:

- a-duvetine
- b-cylinder silhouette
- c-Gaby Deslys
- d-baroque
- e-cyclamen
- f-Polonaise dress
- g-cabochon emerald
- h-Beauvais embroidery
- i-peignoir
- j-a Fritzi Scheff waist

If you can think of another word that should be included in such a "dictionary", you may substitute it for one of the first two words above.

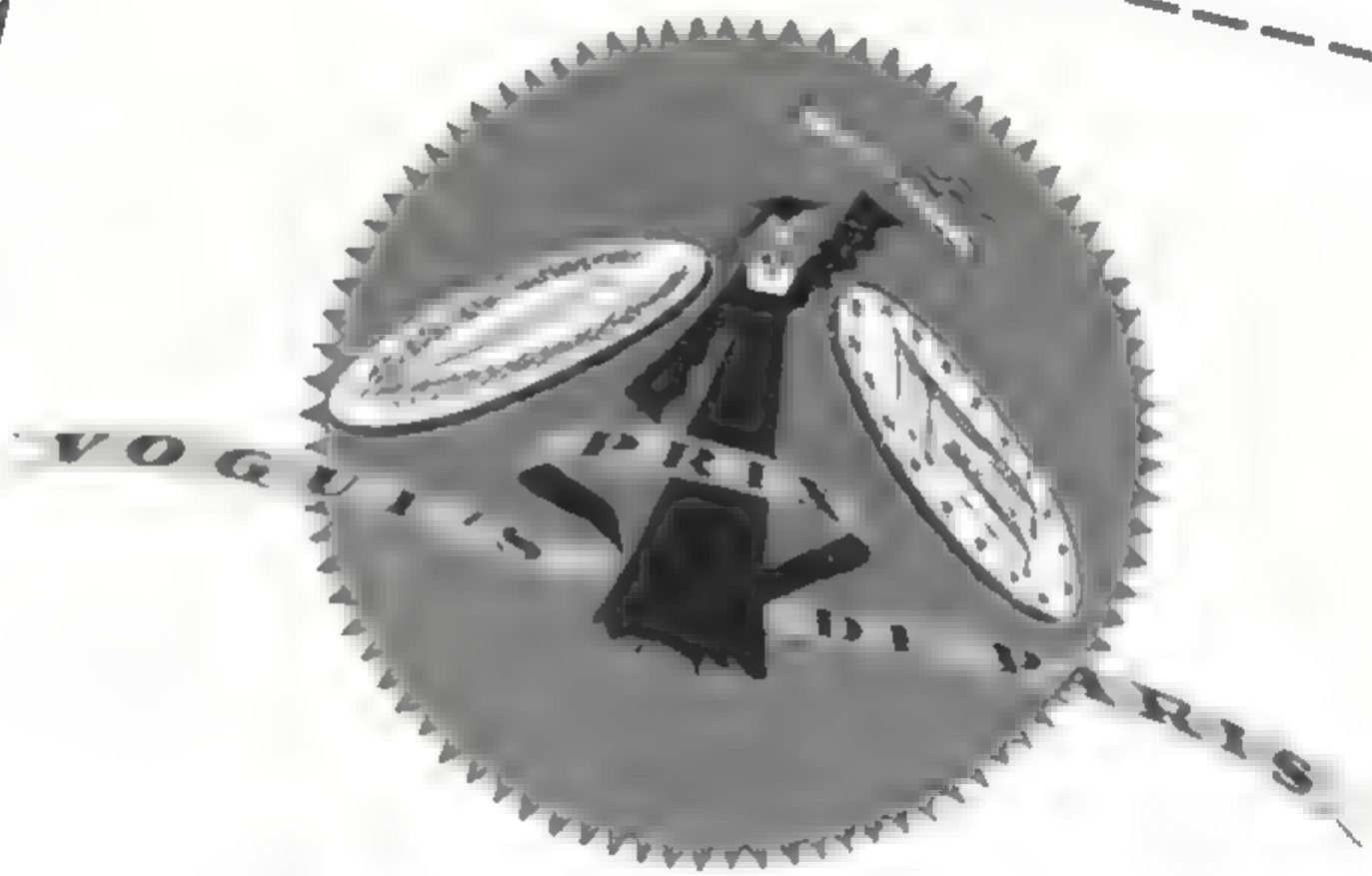
2 On page 114 and 115 of the October 15 issue of Vogue, three different changes of accessories have been suggested to play against a black dress. Replace these accessories with others of your own choosing. You may clip them from the past issues, sketch them, or describe them in any manner that you wish, but indicate clearly which accessories you would use for each occasion.

3 Suggest a new title to use in the place of either "October Proposals", on page 125 of the October 1 issue of Vogue, or "Fur Trappings", on page 85 of the October 15 issue of Vogue. The title you suggest should vary no more than three letters from that used in either case.

4 Write your own "Vogue's Eye-View" of approximately fifty words for the October 15 issue of Vogue.

5 What is your opinion of the sketches accompanying Vogue's Spot-Light on pages 88 and 89 of the October 15 issue? Suggest new ideas that might be used instead.

6 If you were buying a "basic dress" for your winter wardrobe, what important fashion points would you look for? What accessories would you wear with it?



ENTRANCE BLANK
VOGUE'S PRIX DE PARIS
420 Lexington Avenue, New York City

Please enroll my name as an entrant in Vogue's third Prix de Paris Contest

Name _____
Home Address _____
I am a member of the class of 1938 of _____
College Address _____

☐ College
☐ University



N O V E M B E R

HOUSE & GARDEN

will feature

a Comprehensive and Authentic
picture Story of famous

Colonial Williamsburg in VIRGINIA

offering for the first Time, a complete Analysis and Interpretation of the true decorative
and architectural Meaning of the Williamsburg Restoration

A HANDSOMELY ILLUSTRATED 40-PAGE PORTFOLIO PRESENTING:

Thirty exclusive full-colour Camera Studies of
Williamsburg's Public Buildings, Dwellings and
Gardens, including hitherto unpublished interior
Views.

Designs for three new Houses in the *Williamsburg*
tradition, by Perry, Shaw & Hepburn, the
Architects of the *Williamsburg* Restoration.

A detailed Analysis of the Restoration, describing
its Influence upon present-day Architecture,
Housefurnishings, Decoration and Gardening,
by Richardson Wright.

Practical Information on how to interpret the
Williamsburg Style in Colour Schemes, Furni-
ture and Furnishings, for your own Home.

Also many other distinguished Features

Published with the Official Sanction of the Williamsburg Restoration

On Sale, October 25th, at all good Newsstands, and priced at 35¢

FOREVER
Young

The twenties are lively and the forties lovely in a Vassarette! For the secret of youth is fashioned into the Vassarette fabric itself... a skin-sleek fabric that's *all* restraint. Step into a Vassarette and see a younger, slimmer you. Wear a Vassarette and revel in its perfect, permanent fit, its supple smoothness, its daylong comfort. But always be sure yours is a genuine Vassarette. Look for the label sewn just inside the cuff of every Vassarette Girdle, Pantie-Girdle and All-in-One. And always insist on a fitting in the style best for you. Write for the new Vassarette picture booklet and the name of the store nearest you. Vassar Co., 2519 Diversey Parkway, Chicago.



HOYNINGER-HUENE, PARIS

*New Vassarette All-in-One, of specially processed "Lastex," \$10.
Other Vassarettes, \$5 to \$15*

Underneath it all... a *Vassarette*

MANUFACTURED UNDER PATENTS 1867697 AND 1765860

COPYRIGHT 1937, BY VASSAR COMPANY

WHITE MOUNTAIN *Says* "SKI-ING IS BELIEVING"

*in Lorraine Water-Repellent and
wind-Resisting Worsted Gabardines*

For skiing on high or low slopes or cross country, costumes of Lorraine Worsted Gabardine serve best in winter sports fashions...for they do not overheat the skier...yet offer real protection from the piercing winds.



(LEFT) The Franconia... After skiing slacks. Pockets (inside) on either side with button closings. Buckle for waist adjustability. Built up waistline. Tucks in front and back to assure proper fit.

(CENTER) The St. Anton... Double breasted ski suit with contrasting piping. Can be buttoned all the way up. Adjustable weather strap on sleeve. Corded back. Body lined with wool plaid, sleeves lined with Earl-Glo. Full length ski trouser with double take up at waist and side zipper closing. Two front hip pockets with buttoned flaps.

(RIGHT) The St. Moritz... Double breasted ski suit, side buckle closing. Shirred back. Body flannel lined. Sleeves lined with Earl-Glo. Plus fours with double buckle take up, side zipper closing. Can be worn as trousers as well, contrasting in color with jacket, which is shown opened at the upper left.

(UPPER RIGHT) The Sun Valley... Convertible ski suit with full side closing. Trousers same as the St. Anton.

COLORS...Navy, Brown, Gray. Sizes...14-20. Ask for them by name at your favorite dealer or write Lorraine Mfg. Co., 261 Fifth Ave., N.Y.C.

With your face in its

youngest, most line-free state



Take the Du Barry

BEAUTY-ANGLE

treatment at home



IT'S as easy to take as a beauty sleep. And — if you have a sagging chin . . . or a drooping facial contour . . . or lines at the corners of your mouth or eyes . . . or a puckery throat . . . or an excessively dry skin — the DuBarry Beauty-Angle Treatment will help make you appear younger and lovelier. For this sensational new treatment is based on the sound principle that a lively circulation is as essential to beauty as good preparations.



But how to arouse the circulation has always been a problem.

Solved at the DuBarry Salon!

In the Gay Nineties, steaming towels were applied to the face. Then slapping was the order of the day. These artificial methods had to suffice until, two years ago, the Beauty-Angle Treatment was introduced in our Fifth Avenue Salon . . . the *only* face treatment in which the circulation is aroused naturally . . . in which DuBarry Beauty Preparations are allied as an aid to nature's own remedial forces.

Like Having a Salon Treatment Every Day!

It's like having a treatment at the DuBarry Salon every day of your life, to acquire the Beauty-Angle habit. And trained DuBarry Salon representatives at better cosmetic counters will tell you why. Consult them. They will disclose the secret of this new treatment; explain why you don't have to keep creams on overnight; tell you why your face appears in its youngest, most line-free state when you follow this routine. They will tell you, also, which DuBarry Beauty Preparations *you* need. Or write to Richard Hudnut, 693 Fifth Avenue, New York, for a booklet called "A New Slant on Beauty". It tells the complete story of the sensational new DuBarry Beauty-Angle Treatment.

This treatment is guaranteed as advertised in Good Housekeeping

DU BARRY

beauty preparations

by RICHARD HUDNUT 693 FIFTH AVENUE, NEW YORK
PARIS • LONDON • TORONTO • BUENOS AIRES • VIENNA
BUDAPEST • MEXICO CITY • HAVANA • CAPE TOWN • SYDNEY



AN INVITATION TO TRIMNESS

SKIN-
FITTED

Ponies

BY MUNSINGWEAR



(Above) She's "young-slim" in Munsingwear's "Pony" brief. Tuck-Stitch with Lastex webbing at waist and leg openings. In tea-rose.

THESE "Ponies" by Munsingwear are designed to give you that trim, slim silhouette. They keep you cozy but not too warm. "Ponies" are style-knitted of soft, fine quality yarns in Rayon and silk alone or in varied mixtures of Rayon, cotton, silk or worsted. They are Tuck-Stitch—in sheer, light and medium weight. There are vests and pantie sets and suits in every length from the briefest of the brief to below-the-knee lengths *pour le sport*. There's a quality store near you that sells Munsingwear. Ask for "Ponies" and also see Munsingwear nightwear, hosiery and two-way stretch "Foundettes."

MUNSINGWEAR, Minneapolis



1. (Above) The medium-length "Pony" by Munsingwear. Knee length, elastic waist-band and leg openings. And with it a Munsingwear "Pony" vest with comfortable stay-in-place built-up shoulders, plus trim fitting waist border.

2. (Left) Another version of Munsingwear's soft, comfortable, slim-trim "Ponies". Elastic waist-band and leg openings.

3. (Right) For that new 1938 "pencil-slim" look you may prefer a "Pony" suit by Munsingwear. "Ponies" are made to fit, wash, and wear!





Bates
BEDSPREADS

NONE GENUINE
WITHOUT THE
BATES LABEL

BATES celebrates its 85th Anniversary with a **DOUBLE GIFT** for you!

Everybody loves a *real* bargain, so **BATES** commemorates its 85th year with *special anniversary values* in world-famous **BATES** bedspreads... a most appropriate gift for every American home. Leading stores in every city and town are now featuring these Anniversary specials.

It's not often that you have an opportunity to buy **BATES** quality spreads at such savings, so dress up your own bedrooms... and buy **BATES** spreads now for your Christmas list.

You'll find a wide assortment of **BATES** spreads at your favorite store. Be sure the spreads you buy are genuine **BATES**—look for the **BATES** label as your assurance of fine quality. Gorgeous colors in jacquards, quilted cottons, taffetas, chenilles and candlewicks—a bedspread for every room and every purse.

DOUBLE GIFT

WIN THIS BEAUTIFUL NEW PACKARD... BATES 85th Birthday Gift—this stunning new 1938 Packard 120 Four Door Sedan in the color of your choice. And such an easy contest? Just two lines to write. Ask about this at the Bedspread Department of your favorite store. But hurry... time's short!

A FEW OF THE STORES AT WHICH THESE SPREADS MAY BE PURCHASED

Gimbel Brothers, New York, N. Y.
Gimbel Brothers, Philadelphia, Pa.
Franklin Shops Inc., Hempstead, L. I.
Joseph Horne Co., Pittsburgh, Pa.
Kaufmann's, Pittsburgh, Pa.
The Higbee Co., Cleveland, Ohio
The J. L. Hudson Co., Detroit, Mich.
The Wm. H. Block Co., Indianapolis, Ind.
L. S. Ayres & Co., Indianapolis, Ind.

The Stewart D. G. Co., Louisville, Ky.
The John Shillito Co., Cincinnati, Ohio
The F. & R. Lazarus & Co., Columbus, O.
Miller & Rhoads Co., Richmond, Va.
Woodward & Lothrop, Washington, D.C.
Rich's Inc., Atlanta, Ga.
Kohn Furchgott Co., Jacksonville, Fla.
The M. O'Neil Co., Akron, Ohio
Burdine's, Miami, Fla.



"Ask the woman who owns one"

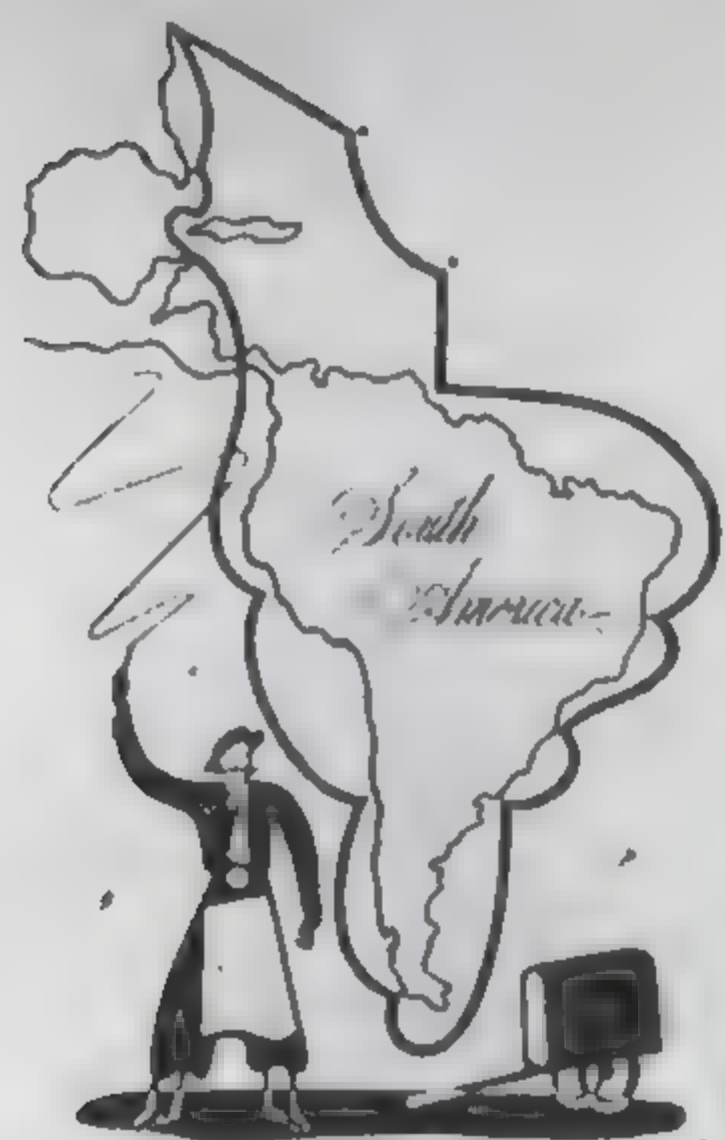
1 A rolling surf... a shower of spray... "Ship Ahoy"! White quilted on blue, rose, gold, green, red or brown. Fine quality... sun-fast and tub-fast cotton.

2 The new style triumph, "Bates Chemille" of fine quality pre-shrunk cotton, luxurious as ermine, soft as velvet. Chenille scatter rugs to match. Gorgeous shades of blue, rose, gold, peach, brown, green, royal blue, wine, beige and white.

3 Snowy "Chrysanthemums" appear to be sculptured against rich shades of blue, rose, gold, green, or wine. Unique double-fabric weave. Sun fast, tub-fast cotton.

4 "Bates Woven" Tufted Candlewick," the finest made, 7000 large tufts woven into heavy, pre-shrunk cotton crepe. Colored tufts on white, lovely solid colors and in all white, comes in every popular shade.

BATES spreads available in single and double bed sizes.



GRIPSHOLM

"The White Castle Afloat"

AROUND SOUTH AMERICA

First motorliner to cruise around the Southern Continent! 6 West Indian calls . . . direct docking at 10 South American ports . . . daylight passage of Magellan Straits . . . 3 days at Buenos Aires, 4 at Rio. *Itinerary:* Nassau—Havana—Panama Canal—Callao, Peru—Valparaiso, Cape Pillar and Magallanes, Chile—Buenos Aires, Argentina—Montevideo, Uruguay—Santos, Rio de Janeiro and Bahia, Brazil—Trinidad—Martinique—Bermuda. Sails from New York Jan. 29...54 days...\$610 up.



KUNGSHOLM

SPRING CRUISE TO EUROPE

Sailing from New York Apr. 26 . . . following Springtime from Madeira and French Morocco to Portugal, Channel Isles, France for as long as two weeks, London for "the season", Holland at tulip time, Denmark, Sweden. A month and a week-end, \$395 up.

Also a program of West Indies Cruises in these famous Viking motorliners

For choice accommodations see your local agent now . . . or

SWEDISH AMERICAN LINE
636 Fifth Ave., New York
THOS. COOK & SON
587 Fifth Ave., New York

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

ARIZONA

Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground in the heart of the picturesque Arizona desert. Robert Foehl, Manager.

Litchfield Park

The Wigwam. Arizona's finest resort. Attractive bungalows. Famous food. Glorious desert setting near Phoenix. Golf, ride, swim, relax in the sun. Booklet.

Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming Garden Homes. Every room has bath and sunporch. Bklt. H. O. Comstock, Mgr.

El Conquistador. Landscaped resort hotel, with spacious bungalows, in midst of desert grandeur. Distinguished clientele. Glorious climate. All sports.

Santa Rita Hotel. 250 rooms. Western hospitality. Polo, golf, riding, excellent cuisine. Club rooms. Famous dance bands. Reasonable. Nick Hall, Mgr.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. Come to swim, ride, golf, tennis. 1800-acre landscaped grounds. Year 'round spa. 1½ hours to Los Angeles. H. S. Ward, Mgr.

Beverly Hills

Beverly Hills Hotel and Bungalows. With tradition & charm. Ideal winter location. New rooms & suites. New pool & championship tennis courts. Amer. Plan.

La Quinta

La Quinta Hotel. A charming, quiet retreat on the desert near Palm Springs, for rest and relaxation against a colorful background. Modern appointments.

Palm Springs

Desert Inn. Luxurious hotel and bungalow accommodations. All sports. Season, October 1 to June 1. American Plan, \$10 up. Write for folder.

El Mirador Hotel. America's foremost desert resort. Unexcelled cuisine. Golf, tennis, riding, skeet, outdoor swimming pool. Discriminating clientele.

Santa Barbara

The Miramar Hotel and Bungalows. Distinctive clientele. Twenty-five acres of beautifully landscaped grounds. All sports. American Plan, \$8.00 up.

Santa Monica

Miramar Hotel. Ideal winter location atop beautiful Palisades on the Pacific. Sports of all kinds. Hotel Suites, Apts. with hotel service. Amer. or E. Plan.

FLORIDA

Dunedin

The Fenway. The West Coast's finest resort. On Clearwater Bay and the Gulf. Fishing, boating, bathing, tennis, golf. C. Townsend Scanlan, Manager.

Miami

The Dallas Park. Overlooking Biscayne Bay. 1 to 4 room apartments—desirable hotel rooms. Sun bathing atop 11th floor roof. M. F. Whelan, V.P. & Mgr.

Miami Beach

The Flamingo. Your entire family will enjoy the Xmas holidays here. Outdoor sports under warm tropical skies. Special rates. C. S. Krom, Mgr.

Orlando

Hotel Wyoming. Located in tropical park. Every desired service and convenience. Table of unusual excellence. Well-rounded entertainment program.

St. Petersburg

Deermont Hotel. Overlooking Williams Park. Close to Tampa Bay and all points of interest. Steam heat, elevators. Amer. plan. Angus C. Craft, Mgr.

Princess Martha Hotel. Heart of the city. Modern, fireproof. 250 rooms and baths. European plan. Splendid dining room. Booklet.

Sunset Hotel. On Boca Ciega Bay. Quiet, refined, restful, yet close to all activity. 70 rooms, each with bath. Amer. plan. Moderate rates. L. A. Thorp, Mgr.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEW HAMPSHIRE

Franconia

Peckett's-on-Sugar Hill. Learn to ski! Famous Skiing School. First organized in America. Eighth season. European trainers teaching latest method.

GOLF AT PINEHURST

The 1937-38 golfing season at Pinehurst, North Carolina, one of golf-dom's capitals, gets off to an auspicious start during the month of November. The first event on the calendar is the Seventeenth Annual Mid-South Professional Tournament, to be played November 16, 17, 18 and 19. The first two days comprise 36 holes of Professional Best Ball, with a \$400 prize for the winning pair. The winner of the Individual Open, on the final two days, receives a prize of \$250.

Closely following this event comes the Twenty-second Annual Carolina Tournament, on November 23, 24, 25 and 26. Trophies will be awarded for the best qualifying score and to the winner and runner-up in each division.

The ladies have their day, too, for on November 30 they will play the Seventeenth Annual Carolina Tournament for Women. This event includes eighteen holes of medal play, under handicap.

TO CHECK ON YOUR FOOTBALL CALENDAR

November 6—Dartmouth vs. Princeton, at Princeton; Alabama vs. Tulane, at New Orleans.

November 13—Northwestern vs. Minnesota, at Minneapolis; Columbia vs. Navy, at Annapolis.

November 20—California vs. Stanford, at Palo Alto; Yale vs. Harvard, at Cambridge.

November 27—Army vs. Navy, at Franklin Field, Philadelphia.

NEW JERSEY

Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

NEW YORK

New York City

The Barbizon. Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12 up. Daily \$2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper Hotel overlooking Central Park at 6th Ave. Rooms from \$3. single \$5. double. Continental breakfast included. Bklt. "VM".

The Buckingham. 101 West 57th St. Luxurious parlor, bedroom, pantry, bath from \$8 a day. 5 minutes to Central Park, Radio City, Times Square.

New York City

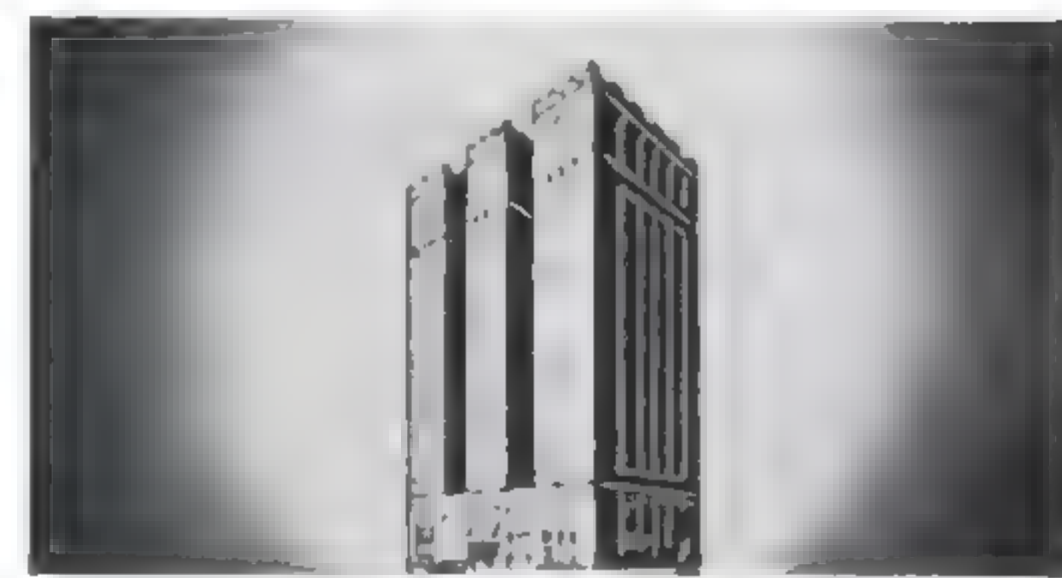


THE PLAZA—FACING CENTRAL PARK

Plaza excellence is one of New York's abiding traditions. Here the ultimate refinements of living are reflected in a perfection never successfully imitated. You will meet your friends in the Persian Room, a charming corner of a world-famous hotel characterized by a truly continental atmosphere. Henry A. Rost, President.

NEW YORK

New York City



THE VANDERBILT HOTEL

Travelwise women are especially fond of this famed hotel. Just 5 minutes' walk to the center of New York's famous shopping area. Located on historic Murray Hill, convenient to theatres and many points of interest. Renowned for charming atmosphere and impeccable service. Single rooms with Bath from \$4, Double from \$6. On Park Avenue at 34th St., N. Y.

Watkins Glen

Glen Springs Hotel. High above magnificent Finger Lakes. Natural Naubelm Baths. Splendid cuisine. Golf. N. Y. Phone ME. 3-5295. Wm. Leffingwell, Pres.

NORTH CAROLINA

Greensboro

Sedgefield Inn. Restful, modern, adjoins famous golf course. Riding, Tennis, etc. Excellent Food. American Plan. Folder. Louis D. Miller, Manager.

TEXAS

San Antonio

Gallagher Ranch. Beautiful, historic ranch, 10,000 acres. Rooms with private bath. Electric lights. Telephone. Also cattle ranch. Open November to June.

VIRGINIA

Petersburg

Hotel Petersburg. Modern and fireproof. Splendid meals, excellent service. On U. S. Highways Number 1 and 301.

Richmond

The Jefferson. Richmond's distinctive hotel, recently refurbished. 50 miles from Colonial Williamsburg. Historic Richmond folder gratis. Wm. C. Royer, Mgr.

Hotel John Marshall. A member of the distinguished hotel family which offers real Richmond hospitality. Also the Hotel Richmond and Hotel Wm. Byrd.

Virginia Beach

The Cavalier Hotel and Country Club. On finest beach in the East. Golf, tennis, riding, deep-sea fishing, swimming, dancing. Roland G. Eaton, Mng. Dir.

Williamsburg

Bruton Hall. Outstanding Modern Tourist Home Conveniently Located. Careful of your comfort. Address: Mrs. Jerome H. Casey, 711 Richmond Road.

ENGLAND

London

Carlton Hotel. Pall Mall. Central Heating. Famous restaurant and grill room; palm court and ball room. Bathroom to every bedroom.

Ritz Hotel. Piccadilly. Overlooking Green Park in the most fashionable quarter of London. Central heating, famous restaurant and grill room.

GERMANY

Wiesbaden

Hotel Schwarzer Bock. First-class family hotel. 300 beds. Medical bath in the hotel. Golf, Tennis, etc. Pension terms from Mk. 9. Proprietor, Th. Schaefer.

SWITZERLAND

Geneva

The Beau Rivage. With its open air Restaurant Terrace on the lake facing Mt. Blanc. Most comfortable. Prices reduced. Rooms for Sw. Frs. 6:30.

Lausanne

Lausanne-Palace-Beau-Site. Wonderful position overlooking Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poitiera, Dir.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Beauty

TEN BEAUTY LESSONS. Harriet Hubbard Ayer will send you a series of discussions on the cause of skin faults, with specialized regimes for their correction according to dermatological principles. **HARRIET HUBBARD AYER INC., DEPT. V, 323 EAST 34 STREET, NEW YORK, NEW YORK.**

GLAMOROUS HANDS is Barbara Bates's booklet that gives directions for her manicure beauty treatment. Prices of the basic manicure preparations are given. In addition, you may receive a folder illustrating the Barbara Bates manicure sets, with prices for each. **BARBARA BATES, DEPT. V, 565 FIFTH AVENUE, NEW YORK, NEW YORK.**

ELIZABETH ARDEN PRESENTS SCREEN AND STAGE MAKE-UP in a new booklet. Directions for both amateurs and professionals are given, with descriptions of the special Arden preparations. **ELIZABETH ARDEN, DEPT. V, 691 FIFTH AVENUE, NEW YORK, NEW YORK.**

HERE DWELLS YOUTH gives you a complete description of the Primrose House treatments and preparations. A price list is included for your convenience. **PRIMROSE HOUSE, DEPT. V, 595 FIFTH AVENUE, NEW YORK, NEW YORK.**

LADY BE YOUNG tells the amazing story of Endocrine, a new beauty cream that helps to prevent and overcome lines and wrinkles and renew youth and firmness! There are pictures showing the results of tests that will amaze you. This little book also tells you about the properties of Endocrine and how to use it. **ENDOCREME, DEPT. V, 551 FIFTH AVENUE, NEW YORK, NEW YORK.**

BEAUTY SECRETS FROM BOND STREET is Yardley's booklet that describes the refreshing preparations from this famous British line. **YARDLEY & COMPANY, LTD., DEPT. V, 620 FIFTH AVENUE, NEW YORK, NEW YORK.**

BEAUTY IN THE MAKING. In this booklet, Helena Rubinstein gives you her latest, most complete beauty information. She has grouped her beauty aids to meet the needs of the young girl of limited income as well as the woman of leisure. **HELENA RUBINSTEIN, DEPT. V, 715 FIFTH AVENUE, NEW YORK CITY.**

WHAT SHADE NAIL POLISH? Revlon comes to the rescue answering this baffling question with a chart that tells you what shades to wear with various costume colours. This chart emphasizes the importance of nail polish as a style accessory. **REVLON NAIL ENAMEL CORPORATION, DEPT. V, 125 WEST 45 STREET, NEW YORK, NEW YORK.**

CHANEL—the Chanel perfumes, created by the famous French couturière, are described in a beautiful booklet. Besides describing the perfumes, it tells you many interesting things about the life and career of their originator. **CHANEL, DEPT. V, 35 WEST 34 STREET, NEW YORK, NEW YORK.**

BEAUTIFUL HAIR is the title of a valuable booklet on the care of your hair. The Ogilvie Sisters have recommended treatments for various unhealthy scalp conditions. A price list of their preparations is included. **OGILVIE SISTERS, DEPT. V, 604 FIFTH AVENUE, NEW YORK, NEW YORK.**

Wardrobe

BALBRIGGAN PYJAMAS for the college girl and young fry are illustrated in the Minneapolis Knitting Works new folder. Prices are included for your convenience. **MINNEAPOLIS KNITTING WORKS, DEPT. V, MINNEAPOLIS, MINNESOTA.**

THE ROMANCE OF ALASKA SEALSKIN is a booklet prepared by the Fouke Fur Company as the result of many requests. It briefly sketches the interesting story of the Alaska Seal, and gives many curious and picturesque facts about this fur. **FOUKE FUR COMPANY, DEPT. V, ST. LOUIS, MISSOURI.**

HOLD THAT LINE! Carter's amusing booklet gives valuable information on choosing a foundation. It tells you about the Carter "Firsts" for girls weighing 95 to 115 pounds, and recommends garments for "slimsters" wearing their first foundations, for youthful figures needing a hint of control, and for the more developed figure. **THE WILLIAM CARTER COMPANY, DEPT. V, NEEDHAM HEIGHTS, MASSACHUSETTS.**

Schools

VOGUE'S SCHOOL DIRECTORY contains a listing of private schools for boys and girls, and vocational schools for men and women. It also gives helpful information about how to choose a school. A copy of the Directory may be obtained by writing **VOGUE'S SCHOOL BUREAU, DEPT. 11, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.**

Travel

ALL CHANGE! AUSTRALIA is an interesting booklet that describes this "World of Change" where seasons are reversed, where there are strange flora and fauna, where natives and even the white people are different. This booklet also includes many photographs and descriptions of the country, with facts you'll want to know about travel in Australia. **AUSTRALIAN NATIONAL TRAVEL ASSOCIATION, DEPT. 624, HOTEL CLARK, 426 S. HILL ST., LOS ANGELES, CALIF.**

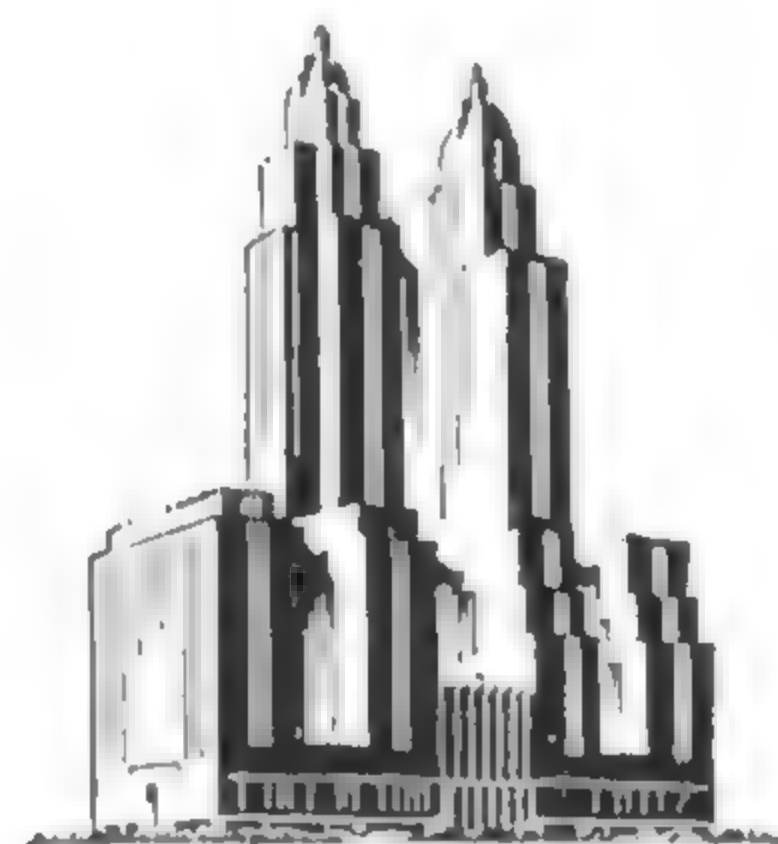
CABIN CLASS STATEROOMS ON THE WASHINGTON AND MANHATTAN is a United States Line booklet that pictures the rooms and apartments on these luxurious American liners. A rate sheet with a schedule of sailings will also be sent to you. **UNITED STATES LINE, DEPT. V, 1 BROADWAY, NEW YORK, NEW YORK.**

HOW TO SEE THE WHOLE PACIFIC COAST is the title of Southern Pacific's illustrated booklet that outlines four routes you may take to see the Pacific Coast. This booklet explains their round-trip plan whereby you may go on one route and return on a different one. **SOUTHERN PACIFIC COMPANY, DEPT. HT, 65 MARKET STREET, SAN FRANCISCO, CALIFORNIA.**

HOW TO SEE SOUTH AMERICA is Thomas Cook's booklet containing full information about travel in South America by sea and air. Descriptions of the cities and tourist resorts and an outline of the excellent travel services offered by Cook's are also included. **THOMAS COOK & SON—WAGONS-LITS, DEPT. V, 587 FIFTH AVENUE, NEW YORK CITY.**



SUPREME IN THE ARTS OF HOSPITALITY AND ENTERTAINMENT



THE WALDORF-ASTORIA

Park Avenue • 49th to 50th Streets
New York

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

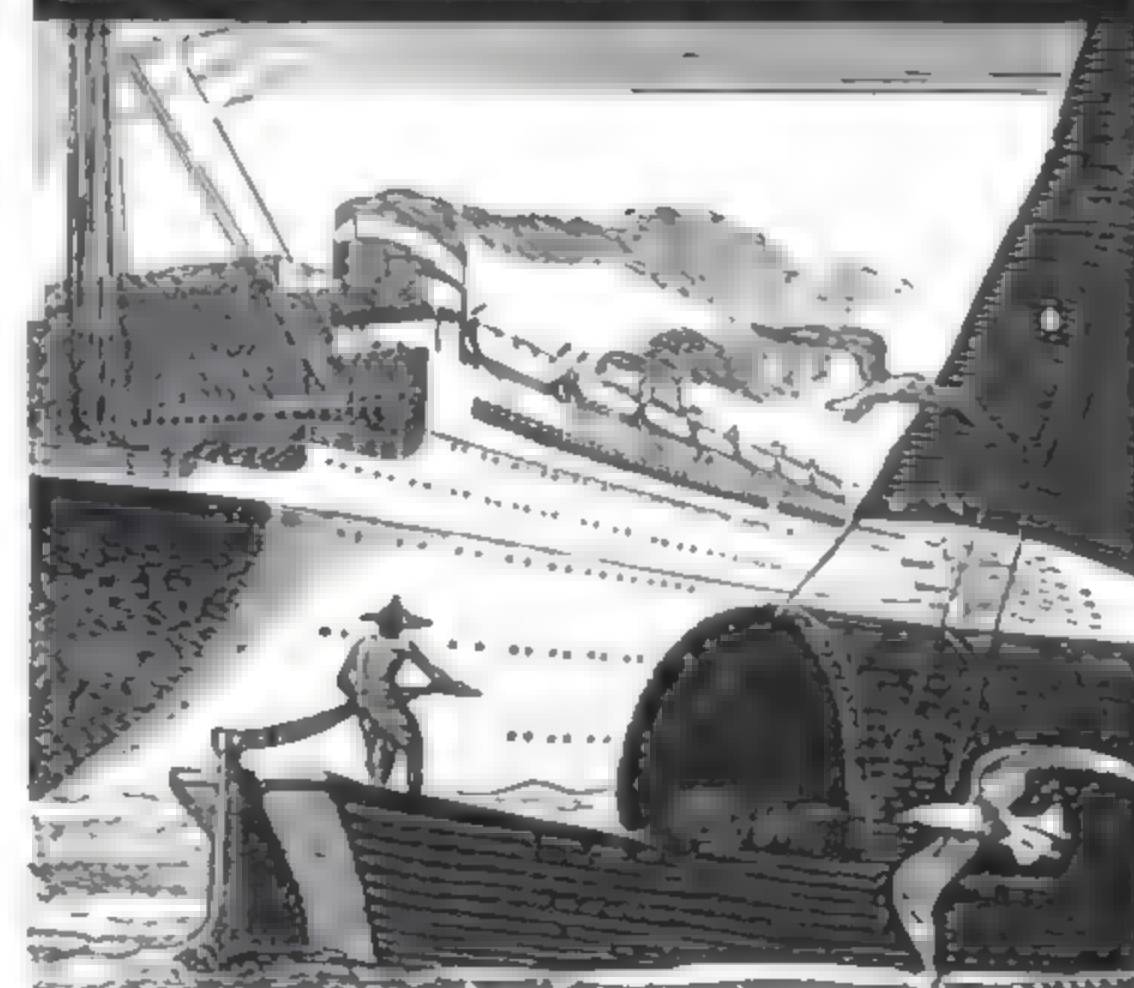
Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

Prices of Vogue Patterns

536	\$2.00
537	2.00
540	2.00
S-4018	1.00
S-4020	1.00
S-4021	1.00
784930
785050
785140
785230
785460
785575
785760
786075
786350
786540

TRAVEL IN COMFORT WITH MELLON TRAVELERS CHEQUES



There is a certain comfort in knowing that your travel funds are safe against loss when they are in the form of Mellon Travelers Cheques. These cheques are easily changed into cash as needed, or can be used directly in payment of any item of travel expense. Ask for Mellon Travelers Cheques at your bank.

**MELLON NATIONAL
BANK
PITTSBURGH**

Member
Federal Deposit Insurance Corporation

Dobermann of Quality

At Stud: "Champion Jockel v. Burgund"
 Champion Satan v. Steinhart Randahof
 "Klaus v. Bayernstolz"
 "Satan v. Steinhart Randahof"

Complete courses in training, obedience,
 companionship, protection, and police work.

RANDAHOF KENNELS

Registered

826 Pacific Bldg., San Francisco, Calif.
 Kennels at: Saratoga, Calif. Tel. Saratoga 177
 900 East Flower St., Burbank, Calif.
 Telephone No. Burbank 1371-W

IRISH WOLFHOUNDS

Reliable with children,
 being kind and patient.
 Capable guards, fear-
 less and powerful, but
 not sharp-mannered to
 well-meaning stran-
 gers. Puppies and young
 dogs available.

AMBLESIDE KENNELS
 Mrs. A. J. Starbuck
 Rte. 1, Augusta, Mich.

BEDLINGTON TERRIERS

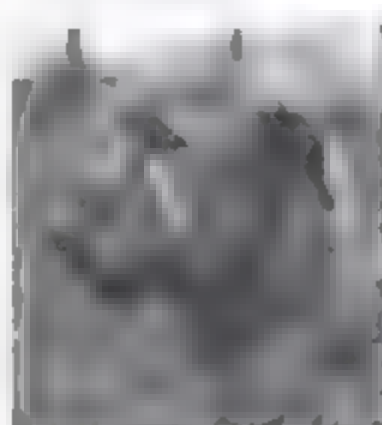
Smart healthy pup-
 pies and young
 stock

Marjorie Walker
 West Stockbridge, Mass.

**IRISH WOLFHOUNDS**

Breeding and showing
 for the perpetuation of
 the noble breed.

Killybracken Kennels
 Mr. and Mrs.
 C. Groverman Ellis
 4747 Woodlawn Ave.
 Chicago, Ill.

**WELSH TERRIERS**

Dogs of
 Distinction



Winners of Highest awards at
 leading shows, including the Best
 Welsh Terrier Combined Terrier
 Show and Boston 1937.

HALCYON KENNELS
 P. O. Box 281 Goshen, New York
 Tel. Goshen 154

DALMATIANS AND WELSH TERRIERS

Puppies for sale

TWIN POND KENNELS

Mrs. Edward P. Alker, owner
 565 East Shore Road Great Neck, L. I., N. Y.
 Phone Great Neck 4171

**SCOTTISH and WELSH TERRIERS**

We have new puppies, with
 more to come, from our dogs
 that have been consistent win-
 ners at shows during 1937.
 Some of these puppies will be
 fine breeding and show stock—
 some excellent companions. We
 invite inquiries from discrimi-
 nating buyers.

MACCRYSTAL KENNELS
 (Daniel F. Moran—John L. Moran, Owners)
 CARLYLE, ILLINOIS

**WIRE FOX TERRIERS**

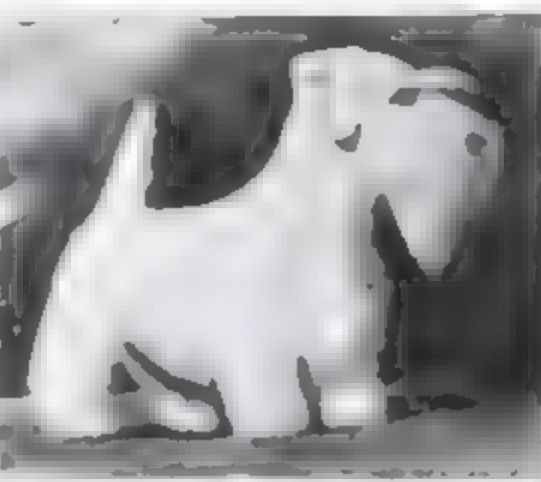
Our specialty is breeding Foxterriers for show.
 Occasionally we have dogs to sell for pets and
 companions, thus assuring of fine breeding and
 rearing at reasonable prices.

FENBOR KENNELS
 L. L. Romine, Mgr.
 329 East Mt. Pleasant Ave., Livingston, N. J.
 Phone Livingston 6-0587

SEALYHAM TERRIERS

Puppies
 Young Dogs

Slantacore Kennels
 1116 Hales Bldg.
 Oklahoma City, Okla.



Protect your home
 with a smart, ever-alert
SMOOTH FOX TERRIER

Easiest of all terriers to
 keep fit. Most faithful pals.
 Puppies from champions.

FOX DEN KENNELS
 Box 213 Darien, Conn.
 Tel. Darien 366

**SKYE TERRIERS**

Puppies of imported parents

West Highland White Terriers

Puppies ready for Christmas

SHIPTON COURT KENNELS AND CATTERY

Mrs. Edwards Spencer Lenox, Mass.

Cairn Terriers

Sturdy attractive puppies
 of correct type by Ch.
 Swashbuckler.

Hollow Tree Kennels

Mr. and Mrs.
 Paul Renshaw
 West Street
 New Canaan, Conn.
 New Canaan 556—ring 3



Ch. Swashbuckler of Crook-
 shed o'Hollow Tree

Newfoundlands

Choice puppies and a few
 grown dogs available from
 Obedience Trained stock.

COASTWISE KENNELS

Mr. and Mrs.
 Albert B. Hilton
 Canoga Park California



Ch. Mark Anthony of Waseka C. D.

LABRADORS

Noted dogs at stud

WINGAN KENNELS

Box V

East Islip Long Island
 D. D. ELLIOT, Manager

**SAINT BERNARDS**

Big of heart as well as big in size, the Saint
 Bernard is one of the finest of home dogs.
 The ideal guardian for children.

Exceptional Puppies for Sale

WALDECK KENNELS

Kennels: Oenoke Ridge, New Canaan, Conn.
 Address all mail
 Edward L. Winslow, P. O. Box 159, Stamford, Conn.
 Telephone New Canaan 1121



CH. EMIR VON WALDECK, son of
 famous CH. RASKO V. D. REPTISCH
 WALDECK

THE DOG MODE



The Irish Wolfhound, tallest of all dogs, strong and mus-
 cular. C. H. Steyning Sorrel Halcyon, Mrs. E. T. Clark

Hound from Ireland

THE Irish Wolfhound is the tallest of all dogs. He is built like a Greyhound, but is more robust, with a harsh, wiry coat and a short, but dense undercoat. His eyes are well-browed; his muzzle, feathered; his underjaw, evenly bearded; and his stern, well-covered. The lines of strength are the major points in the Wolfhound, for, although large, he is a graceful dog, and very active. His colour is a matter of personal preference, as the standard recognizes light cream or fawn brindles, various greys, and tawny grey shades, down to the darkest brindles. Colour is not a point in the standard.

Male Irish Wolfhounds are rarely shown less than thirty-three inches, and many are thirty-five and thirty-six inches at the shoulders, even bitches averaging thirty-two and thirty-three inches.

The perfect simile for describing a Wolfhound is—"like a character from the feudal life of the Middle Ages."

He is easily visualized as a rough, shaggy-browed companion



Even in puppyhood, the Wolfhound shows signs of great strength and size. Mrs. A. J. Starbuck

OF VOGUE

All our advertisers will give
their particular attention to
letters from Vogue's readers



Master Clark rides high on one of the Halcyon Wolfhounds. This breed is notably reliable with children. Mrs. Clark

to a rough, shaggy-browed feudal lord of a master. Yet, beneath the fierce-looking exterior of the dog beats the gentlest of hearts.

In the tenth century, Olaf, a Norwegian, son of an Irish princess, said to his friend, Gunnar: "I will give thee a hound that was given to me in Ireland; he is big, and no worse than a stout man. Besides, it is part of his nature that he has a man's wit, and he will bay at every man whom he knows to be thy foe, but never at thy friends. He can see, too, in any man's face, whether he means thee well or ill, and he will lay down his life to be true to thee. This hound's name is 'Sam.'" After that he spoke to the hound: "Now, shalt thou follow Gunnar, and do him all the service thou canst." The hound went at once to Gunnar, and laid himself down at his feet. Later, history relates, when Gunnar's enemies plotted to kill him, they had to kill the hound first.

A curious old manuscript of the twelfth century mentions a certain Mesrodia, King of Leinster, who had a Wolfhound named Aibe. The dog's fame filled all Ireland, and there was bargaining on a (Continued on page 50)



Ch. Dan Riley, with the typical sporting-hound characteristics of the breed. Dr. Chester Reynolds

NORWEGIAN ELKHOUNDS



Ch. Martin of the Hollow

We have an attractive lot of puppies at reasonable prices. Splendid with children.

GREEN MEADOW KENNELS
Gale Road, Williamstown, Mass.

NORWEGIAN ELKHOUNDS

BREEDERS
OF SEVEN CHAMPIONS
WE OFFER
PUPPIES WORTHY TO
BECOME CHAMPIONS
VINDSVÄL KENNELS
Route 3, Winchester, N. H.



Ch. VAKKER AV VINDSVÄL

IRISH SETTERS



Puppies in either sex of real type and breeding.

Wamsutta Kennels
Stocum Road
North Dartmouth, Mass.
Warren K. Read, Jr.
owner



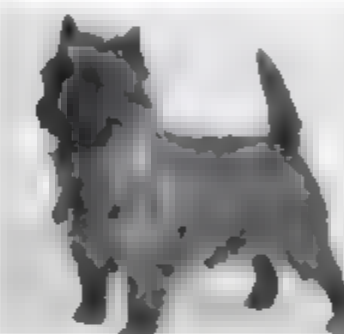
PINEFAIR KENNELS

Round Hill
Greenwich
Connecticut
Tel.: Greenwich 1412

COCKER SPANIELS

Puppies and grown dogs bred from stock representing best bloodlines.

Mrs. H. Terrell Van Ingen
owner



CAIRN TERRIERS

Specific questions on dog subjects will gladly be answered by The Dog Mode of Vogue.



Schnauzers

Young stock from winning sires, black and pepper and salt.

Sons of Jorat at Stud
Myrtle Falcon Cooper
807 Milburn Street
Evanston, Illinois
University 6883

MARENORE BOXERS

Registered puppies by Ch. Buko v.d. Sommerau of Marenore ready for immediate delivery.

MARENORE KENNELS, Reg.
Chipman Road Easton, Pa.
Telephone Easton 2-6332



BOXERS

Puppies and grown dogs. Bred and raised to insure all the qualities of body and mind of a good Boxer.

SUMBULA KENNELS
Mrs. H. B. Palmedo
New Milford, Ct.
Tel. New Milford 350
N. Y. Sales Office—
578 Madison Ave., L. I. Plaza, U.S.A.

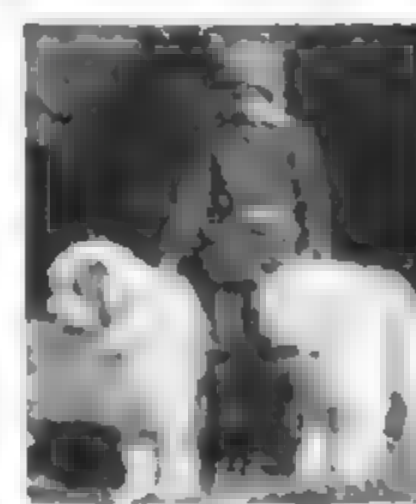
IRISH TERRIERS



Ch. Newtownards Aristocrat

A few good puppies sired by Ch. Newtownards Aristocrat and Ch. Galtee Rover now available.

JOHN MULCAHY
1803 Archer Street, Bronx, New York
Kennel Address
Box 183 Peekskill, N. Y.
Phone Peekskill 2882



Old English Sheepdogs of Quality

Bred for Type, Reared for Health
Puppies, older stock, and champions at stud
CLEOFAGE KENNELS
Miss Edith Pickingham
Sudbury, Mass. Tel. 168

COCKER SPANIELS

Puppies by Ch. Torobill Trader, Robinhurst Pre-tention and other outstanding sires.

High Hampton Kennels
Mr. and Mrs. Hagood
Boston
Columbia, S.C.



Cocker Spaniels

Puppies and young dogs of both sexes and colors from champion stock of outstanding quality. A.K.C. Reg. and inoculated against distemper.

HEARTSEASE

D. L. MAYNARD
Round Hill Road Greenwich, Conn.
Telephone Greenwich 1692



BOXERS

Puppies and grown stock out of the best imported bloodlines.

STUTTGARTER KENNELS
Valentine Martin
495 Marlboro Rd.
Wood-Ridge, N. J.
Rutherford 2-5228
N. Y. Tel. Chickering 4-4806

BARMERE BOXERS



Outstanding in type, quality and breeding. Choice puppies and grown stock usually for disposal.

BARMERE KENNELS
Mrs. Hostetter Young
Owner
Cedarhurst, Long Island, N. Y.
Tel. Cedarhurst 4519



GERMAN BOXERS

"Brains and Brawn in one package." Select stock at reasonable prices.

MAZELAINE KENNELS
1232 N. Edison St.
Milwaukee Wisconsin

Wilson's PUPPY Offerings

Some wonderful healthy Puppies now to offer. Best breeding and as good as they grow. Three months to eight months old.

Great Danes German Shepherds
Boxers Dachshunde
Reisenschauers Medium Schnauzers
Dobermanns and also trained dogs

Free Book Furnished on Request

WILSON KENNELS

RUSHVILLE

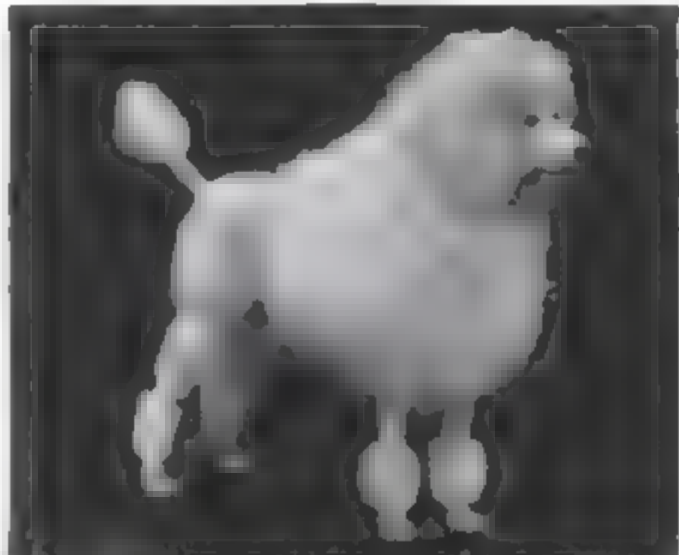
BEN H. WILSON, Owner

INDIANA



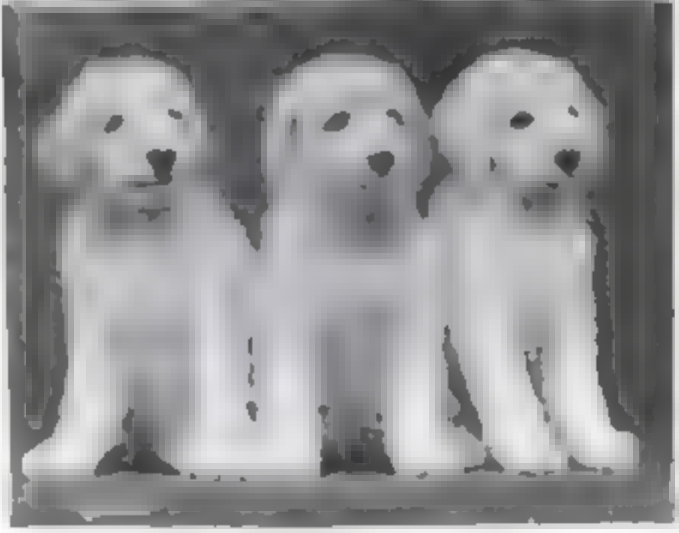
**INTRODUCING
NEW ARRIVALS**

Exceptional
Puppies
of all colors
from
Champion stock



POODLES

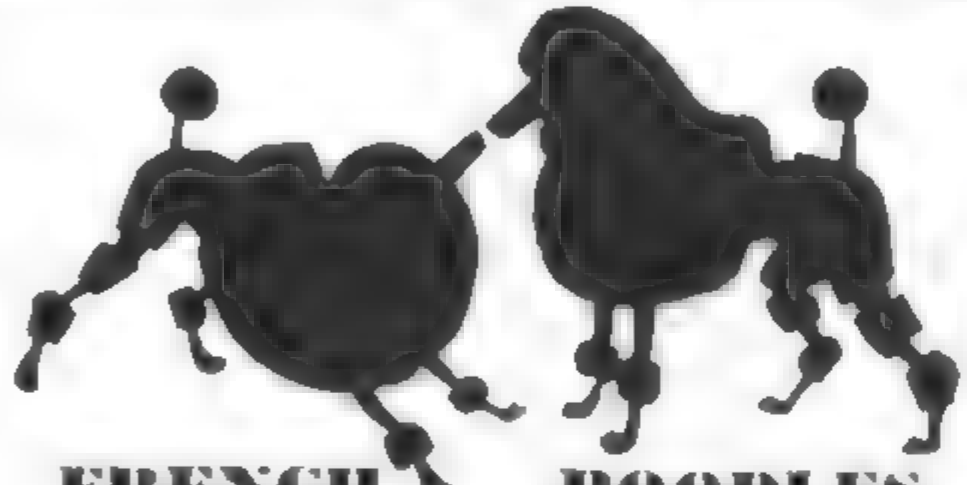
BLAKEEN
POODLES
The personification
of type,
health and
soundness.




BLAKEEN KENNELS
Mrs. Sherman R. Hoyt, Owner
Box Y, Katonah, N. Y. Tel. Katonah 217

FRENCH POODLES
Puppies are usually available from
fine stock.

HILLDALE KENNELS
Mr. and Mrs. Charles Stewart Smith
Tel. Stamford 4-1548
54 Hope St. Stamford, Conn.



FRENCH POODLES
AT STUD
Ch. Pillicoc Rumpelstiltskin, C. D.
and his father
Ch. Cadeau de Noel, C. D. X.
Their sons and daughters
FOR SALE
House, Car and Lead Broken
PILLICOC KENNELS
Mrs. Milton Erlanger, Owner
Henry Stoecker, Manager
Elberon, New Jersey Tel. Long Branch 1722



PEKINGESE
Special Sale
of exquisite
miniatures.
Reasonably priced
Sired by Trl. International Ch. Pierrot.

ORCHARD HILL KENNELS
Mrs. Richard S. Quigley, Box V, Lock Haven, Pa.

PEKINGESE
Unusual
miniatures
very reasonable
Grandchildren of Ch. Whit-
worth Beau Michael for sale

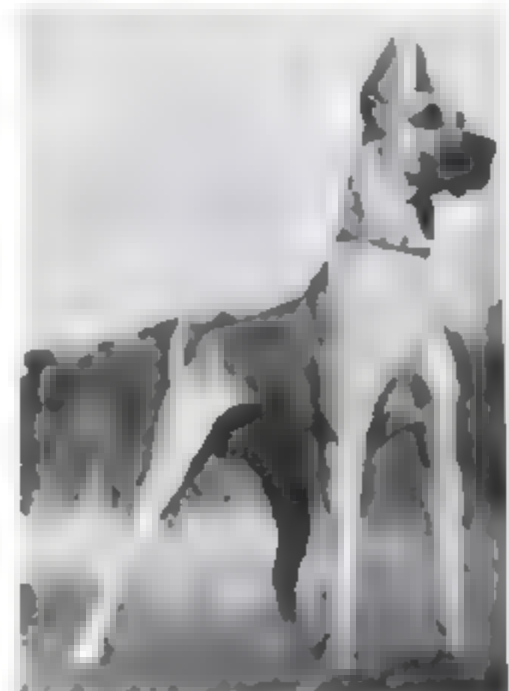
Mrs. David G. Roberts
R.F.D. 3 Wardour
Annapolis, Md.
Tel. Annapolis 946-J



Woe Michelle

GREAT DANES
Of Distinction

Fawns
Brindles and
Harlequins



GRAF DANE KENNELS
21 Donino St.
York Mills Ont., Canada

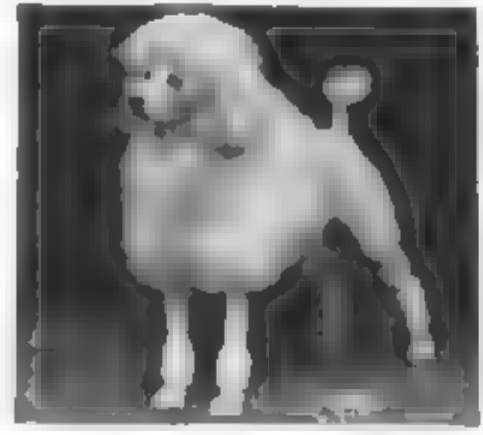
DUPLEX DOG DRESSER
EASY TO USE PRICE \$1.00

Keep your Dog Perfectly Groomed with this
Safe and Practical Duplex Dog Dresser
190 Baldwin Avenue, Jersey City, N. J.



**KENNELS
OF —SALMAGUNDI—
HAMILTON
MASSACHUSETTS**

MR. & MRS. JUSTIN W. GRIESS, Owners
White Poodle Puppies
Black Poodle Puppies
Grown Stock




Ch. Edelweis du Labory of Salmagundi
POODLES DACHSHUNDE

Everything for the Cat

Fresh Catnip Leaves
The Cat's Christmas Stocking
Cat Design Christmas Cards
Catalogue of cat specialties
sent on request

DORIS BRYANT
70 W. 11th St., New York City





Siamese Cats
**PURACHATR
CATTERY**
Reg. C. F. A. No. 695
MISS L. S. FRITH
277 Park Ave., Apt. 4M
New York, N. Y.

Seal Point Siamese

Kittens by
Double Champion
SIAM'S CHIEF
Noda-Purachatr
Now available



Blue Point Siamese
Double Champion
Siam's Chief Noda-Purachatr



**ARISTOCRATIC
PERSIANS**

Best of Breed 12 times in
12 Shows last season. Kit-
tens and young stock for
immediate disposal.

Dr. E. L. Ackermann
1300 West Fifth Avenue
Columbus, Ohio

HEALTH
for
Kitty
with a
KATNIP
TREE

**FREE Booklet
for Cat-Lovers!**

Send self-addressed envelope
for vital hints on cat health,
indoors. Your dealer sells
Katnip-Trees—\$1.75, \$3.50 &
\$5, or sent postpaid by mfrs.

KATNIP-TREE
1212 Western Av., Seattle, Wn.

Great Dane Puppies
Beautiful Fawns and Brindles.
Quality Dogs at reasonable prices.

BARLOW FARM KENNELS
Sugar Grove Pennsylvania

GREAT DANE PUPS
of Distinction

Sired by
CH. WISKOW KADOW OF BRAE TARN

Carolina Dane Kennels
Spartanburg, South Carolina



GREAT DANES
Champion-bred puppies and
young stock available.
At Stud:
Ch. Sonof Irmin's Bunkl of
Adow (Fee upon request).

ADOW KENNELS
Mrs. Osborne White, owner
White-O-Rancho
Rte. 1, Box 72
Healdsburg, California

THE DOG MODE OF VOGUE


(Continued from page 49) large scale for his possession. It seems that the King of Connacht offered six thousand cows and a number of other chattels for him, but, unfortunately, the King of Ulster offered approximately the same sum at the same time. Feeling ran so high that the Kings and their retainers betook themselves to their swords, and a mighty combat ensued. The document does not tell who finally won the prized dog, after the smoke of battle had cleared away.

There are many other anecdotes of this kind scattered liberally on down through the annals of canine history. In the year 1790, Bewick offered this description: "The Irish Wolfhound is the largest of the dog kind, and its appearance the most beautiful. He is about three feet high, somewhat like a Greyhound, but more robust. His aspect is mild, his disposition is peaceable, but his strength is so great that, in combat, the Mastiff or Bulldog is far from being equal to him. He mostly seizes his antagonist by the back, and shakes him to death, which his great strength enables him to do."

With the disappearance of the wolves and the elk, the breed became extinct, until Captain G. A. Graham, a Scotchman and an officer in the British Army, collected the remaining specimens and rehabilitated the breed. There was little difficulty in restoring size, but to gain uniformity of type was a slower process. Now, however, there is little fear that the race will ever again suffer neglect, for Irish Wolfhounds promise to be as famous as they were



Nancy and Mary Jane Ellis have found perfect companions in these stalwart Irish Wolfhounds



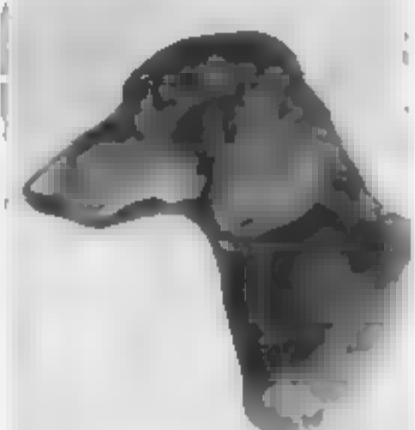
**FRENCH
BULLDOGS**
The ideal pet and com-
panion. Puppies and grown
stock available.

AMOURETTE KENNELS
Reg.
1221 Denmark Rd.
Plainfield, N. J.

DACHSHUNDE
(Smooth)

Puppies sired by Ch. Argo
v Lindenbuhl are now
available.


Pommel Rock Kennels
North Street
Greenwich, Conn.
Phone: Greenwich 2293



Ch. Argo v Lindenbuhl

Great Pyrenees
The Aristocrats of
Dogdom

**BASQUAERIE
KENNELS**
Mr. and Mrs. Francis V.
Crane, Owners
124 South Street
Needham, Mass.



Estat d'Argeles of Basquaerie

GREAT PYRENEES
Ideal companion and
guard for children. Su-
perb puppies available
from imported stock.

**COTE DE NEIGE
KENNELS**
Tel. West Stockbridge 43-2
Box V West Stockbridge, Mass.



THE DOG MODE OF VOGUE

in the days when the Irish Kings bred the greatest of dogs.

As guards, they are perfection, for, though fearless and powerful, they are not sharp-mannered or aggressive to well-meaning visitors, while they have an uncanny ability to distinguish between them and trespassers. Wolfhounds make ideal companions for children, and practically all hounds sold to-day go into homes where there are small children, because of their absolute reliability.

It is unfortunate that some phrases have been worn threadbare from use, and their meaning blunted by repetition, for all the worthy traits of Old Dog Tray apply to the Irish Wolfhound in ample measure—gentleness, kindness, patience, and that almost human understanding that classifies a dog as Man's Best Friend. But there are other eulogies—older and less trite—that praise the same virtues: one ancient proverb extols the Wolfhound as: "Gentle when stroked, fierce when provoked," and another, from the sixteenth century, runs thus: "And all their manners do confess, that courage dwells in gentleness."

ALMA STARBUCK



Here may be seen the Irish Wolfhound at his gentlest—but he's fierce when provoked. Owned by Mrs. A. J. Starbuck

As an added service to Vogue readers, Mr. C. E. Harbison, well-known authority on dogs, and Manager of Vogue's Kennel Department, will be available for private consultation twice each month on the training and handling of their dogs.

Mr. Harbison may be seen at our Greenwich Plant, located on the Boston Post Road near Stamford, Connecticut, on November 10th, and the second and fourth Wednesdays of each month thereafter. Dogs must accompany owners. Cases requiring diagnosis by veterinarian will not, of course, be considered.

Appointments may be made by writing or telephoning Vogue's Kennel Department, 420 Lexington Avenue, New York—MOhawk 4-7500.

FLEA OFF

A medicated oil
shampoo
and tonic



Other WHITE products of Merit

White's Pure Oil

Developed to highest efficiency for dogs. Splendid disinfectant—soothing, healing. Deodorizer and Cleanser.

1 pint \$1.00—Special price for gallons

White's Canker Ear Powder

With this effective powder, prevent and relieve this troublesome, painful malady, now so prevalent.

\$1.00 for one ounce can

Colloidal Sulphur Ointment

A specialized product for treating all types of skin irregularities—such as sarcoptic mange, eczema, acne, etc.

Price 50c for one ounce jar

H. KIRK WHITE & CO.

Manufacturing Chemists
Oconomowoc, Wisc.

Question?

What food is a complete meat-rich, vitamin-rich diet?

Answer . . .

Delicious Miller's Kibbles—plenty of rich lean meat. Fleischmann's Irradiated Dry Yeast, Squibb's Cod Liver Oil, cereals, minerals. Ask your dealer or send for FREE samples.

Battle Creek Dog Food Co.
1129 State St., Battle Creek, Mich.



WORM YOUR DOG



AT HOME

EASY HOME
METHOD
RIDES DOGS
OF TAPE,
ROUND
AND HOOK
WORMS

With the "No Guess" Pulvex Capsules, you need know nothing about worms, yet you can easily worm your dog at home . . . positively free him of tape, round and hook worms . . . without gassing or gagging. Protect your dog against incomplete worming or your unfamiliarity with worms; use Pulvex Capsules, the only complete treatment in one package that expels all three types of worms. In puppy or adult size, 75c. At all stores.

PULVEX Combination Treatment
WORM CAPSULES

Stop that Itch!



ITCHING SKIN DISORDERS are often caused by a deficiency in the diet. Get at the root of the trouble by adding Fleischmann's Irradiated Dry Yeast to your dog's regular meals. Rich in vitamins B, G and D. 25¢, 50¢, 85¢.



At your dog-supply dealer's. If your dealer hasn't it, write Standard Brands Inc., 595 Madison Avenue, New York, N. Y.

Copyright, 1937, Standard Brands Incorporated

Less Washing

The Quadine groomed dog is clean, sweet-smelling, good-looking, comfortable without frequent washing. Easy to use Quadine. Not messy. Used by thousands to control dog insects and for beautiful, glossy, healthy coats. Quadine Jr. \$1.50. One-Hand Atomizer and bottle of Quadine BOTH for \$1.50 from your dealer or The Allen Company, Dept. VII, P.O. Box 758, Toledo, Ohio.

Quadine The Groom of Dog Champions



A Dog's Life

is nothing to complain about if you have Marco served daily. It certainly keeps me feeling grand because Marco, you know, is the delicious, balanced ration, containing kelp—the sea vegetable—that all dogs need.



Sold at all good groceries

MARCO

Dog and Cat Food

CONSOLIDATED COMPANY

36th and Gray's Ferry Rd., Phila.

Teach him to be a Gentleman!

WITH
DOGGY DYNER

Teach your dog Table Manners with Doggy Dynner, the New, Exclusive Food and Water Service. 4 Models—one for every size dog. The SPANIEL model keeps Long Ears clean. You will wonder how you ever did without one. Serviceable and Sanitary—trains your dog in clean eating habits—cannot be tipped over. Tables made of Steel, beautifully enameled in Red, Green, Blue, or Ivory—Enameled bowls to harmonize. If your dealer cannot supply you, send a Dollar Bill today for a De LUXE Model—a complete 3-piece set, Steel Table and 2 opal quart bowls, or \$2.00 for a SPANIEL Model. Your money refunded if not satisfied.

\$1.00

Doggy Dynner Line, 2061 Southport, Chicago, Ill.

FREE to HORSE OWNERS



Why pay fancy prices for saddlery? Write for free catalog that has saved real money for thousands of horsemen. Contains over 400 bargains in English Saddlery. I ship saddlery on approval. Write today.

"Little Joe" Wiesenfeld Co., Dept. 9
112 W. North Ave., Baltimore, Md.

Don't Spay and Spoil Your Female Puppy USE CUPID CHASER

to Keep Dogs Away While Females Are in Season

• Harmless. Simple. Successful. Wash off Before Mating. Satisfaction or Money Refunded. Helps Breeders Sell Females. Ask Your Dealer or Send \$1 for Bottle Postpaid.

PIERPONT PRODUCTS CO., Dept. V
312 Stuart Street Boston, Mass.

Preface to a Social Calendar

rogue opens the winter season with a salutation to a town in white tie and décolletage.

rogue appraises the beauty and charm of the new Autumn edition of debutantes.

rogue reports its first findings on the midseason collections in six dramatic pages.

rogue projects the Palm Beach scene, with a sketch book from Cannes in color.

rogue bows to the concert hall, with Lotte Lehmann's intimate appreciation of Toscanini.

rogue counsels the debutante's mother, whose clothes also must be under review.

rogue balances a budget for a belle with more dates than dollars . . . more luck than cents!

**THESE AND OTHER FEATURES FOR
ENTRY ON YOUR CALENDAR, ARE IN
NOVEMBER 15TH**

Vogue ❁

MIDSEASON COLLECTIONS • DEBUTANTES

THE WINTER SEASON

❁ *Vogue is the only fashion magazine
published twice every month*

Vogue will be very glad to aid you at any time by answering questions concerning schools. Miss Marian Courtney, Director

SCHOOL DIRECTORY

Telephone Miss Courtney at MOhawk 4-7500 or write Vogue's School Bureau at 420 Lexington Ave., N. Y.

Foreign School

BRILLANTMONT

Institution Heubl Lausanne, Switzerland
For girls from 12-20. Chateau: College Board Preparation and general courses. Villa: Complete course in Home Economics. Languages, music, art. Sports.
Mrs. A. V. HAWKINS, STOSSET, L. I., N. Y.

Women's Colleges

MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address Rev. Mother, TARRYTOWN, N. Y.

MARYLAND COLLEGE

For women. Degrees, certificates. Home Economics, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life. Sports. Near Baltimore. Riding, swimming. Catalog.
Box V, LUTHERVILLE, MARYLAND

LINDENWOOD COLLEGE

Confers A.B., B.S. and B.M. degrees. Also 2-yr. Junior College. Prepares for civic and social leadership through modernized curriculum. Vocational courses. Special work in music, art. Near St. Louis. Sports. Catalog. Box 437, St. Charles, Mo.

You can rely on Vogue's personal information regarding these schools.

Co-Educational Schools

CHERRY LAWN SCHOOL

A progressive school. Thorough academic training; expression in the arts; outdoor life. 28-acre campus. 40 miles from New York. Primary grades through college preparation. DRS. CHRISTINA STAEL AND BORIS BOGORLOVSKY, DIRS., Box V, DARIEN, CONN.

MORNING FACE

IN THE BERKSHIRES
A School for Younger Children
Sound preparation for leading secondary schools. Home care and abundant outdoor activity. 145 acres. Rev. & Mrs. Wm. M. CRANE, RICHMOND, MASS.

THE INTERNATIONAL SCHOOL

Country boarding school. 150 acres in historical setting. Primary and preparatory; happy home life, full charge taken the year round. European background. Instructors, pupils; languages spoken. L. RAY OGDEN, FALL HILL, FREDERICKSBURG, VA.

OUT-OF-DOOR SCHOOL

SARASOTA, FLORIDA
Progressive resident and day school for boys and girls 3-14. Health program. Riding, fall term, in N. C. mountains. Swimming. FANNAL V. HARRISON, DIR. N. Y. ADDRESS: 32 W. 58TH ST. WICK. 2-0288.

GRAHAM-ECKES SCHOOL

On the Ocean Front. Resident. Day. College Board Prep. Lower School. Outdoor life, small classes. Art, music, drama, all sports. INEZ GRAHAM, HEADMISTRESS, LLOYD KERN MARQUIS (HARVARD), HEADMASTER, DAYTONA BEACH, FLORIDA.

Girls' Schools

OAK GROVE

A Friends School for Girls emphasizing Preparation for College and Gracious Living. Music, Art, Expression. Upper and Lower Schools. Grad. Course Secretarial Science. Joyous outdoor recreation. MR. AND MRS. ROBERT OWEN, Box 121, VASSALBORO, ME.

STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skating, Tennis, Hockey. 150 Acres. Headmistresses: ISABEL B. CRESSLER CAROLINE L. SUMNER GREENFIELD, MASS.

LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Gymnasium, swimming pool. Sports—golf, skiing, riding, tennis. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND ROAD, AUBURNDALE, MASS.

ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARNEY, ANDOVER, MASS.

Girls' Schools

HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. French house. Secretarial course. Art, household arts, music. Riding. Write for Jr. Col. or Preparatory School Catalog. GERTRUDE E. CORNISH, PRINCIPAL, 40 PINE ST., NORTON, MASS.

ROGERS HALL

New England traditions. College preparatory and general courses. Advanced classes in secretarial training and home economics. Music, art, dramatics. Riding. Swimming pool. All winter sports. Mrs. KATHARINE W. MCGAY, Box V, LOWELL, MASS.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. Mrs. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

THE ERSKINE SCHOOL

College courses for graduates of preparatory schools. City advantages in the Arts, Social Service and Secretarial Science. Dramatics, Riding and outdoor recreational opportunities. Miss EUPHEMIA E. MCCLINTOCK, 129 BEACON ST., BOSTON, MASS.

MARY C. WHEELER SCHOOL

A girls' school modern in spirit, methods, equipment, rich in traditions. College preparatory, general. Art, Music, Dramatics, Dancing, for all. Sports on 170-acre Farm. Riding. Junior residence for girls 8-13. M. HELENA DEY, M.A., PROVIDENCE, R. I.

ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Estab. 1865. ALBERTA C. EDKILL, A.M., Box V, WATERBURY, CONN.

GREENWICH ACADEMY

MODERN COUNTRY DAY SCHOOL FOR GIRLS
Est. 1827. College Preparatory, General & Post Graduate courses. Sports, Dramatics & Arts. Pre-school to college. Residence for Junior and Senior years. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

LOW-HEYWOOD

On the Sound—At Shippan Point
Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. MARY ROGERS ROPER, HEADMISTRESS, Box V, STAMFORD, CONNECTICUT

HILLSIDE COUNTRY SCHOOL

College preparatory, general, secretarial courses. 1-yr. post-graduate in any course. Dramatics, music, art. Junior School. Sports, riding. 40 mi. to N. Y. Catalog. MARGARET R. BRENDLINGER, VIDA HUNT FRANCIS, PRINCIPALS, Box V, NORWALK, CONN.

FINCH JUNIOR COLLEGE

Two-year accredited courses in Liberal Arts, Fine and Applied Arts, Theatre Arts, Music, Homemaking, Writing, Secretarial Training for graduates of secondary schools. Day and Resident. Mrs. JESSICA V. CORGRAY, A.B., LL.B., PRES., 61 E. 77TH ST., N. Y.

SEMPLE SCHOOL FOR GIRLS

351 RIVERSIDE DRIVE, NEW YORK
Resident, Day. Postgraduate. Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts. Athletics. Country Estate week-ends, 40th year. Mrs. T. DARRINGTON SEMPLE, PRINCIPAL

MARYMOUNT JR. COLLEGE

1027 FIFTH AVE., NEW YORK CITY
2-Yr. Liberal Arts. Music, Art, Secretarial, etc. Branches—Paris & Rome for foreign study. MARYMOUNT SCHOOL, 5TH AVE. AT 84TH ST.—Pre-primary through High School. Address Rev. Mother.

CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y.
Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

ANDREBROOK

A small unique school offering college preparatory or special courses. Languages emphasized. Music and art. Combines country life on beautiful estate with advantages of New York. Riding featured. Catalog. Miss LILLIAN CLARK WEAVER, TARRYTOWN, N. Y.

Girls' Schools

EDGEWOOD PARK

For young women. College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., speech arts, Journalism. All sports—riding. Pool, lake, golf course. Moderate rates. Catalog. Box V, BRIARCLIFF MANOR, N. Y.

DREW SEMINARY

For Girls. Accredited college preparatory, general courses. Music, art, secretarial, dramatics. On beautiful Lake Glenside. All sports—riding. Gymnasium. 54 acres. Separate Junior School. 71st year. Catalog. Dr. H. E. WRIGHT, PRES., Box V, CARMEL, N. Y.

BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, Journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, Box V.

MARYMOUNT SCHOOL

AND JUNIOR COLLEGE
Resident and non-resident. Accredited. Upper and Lower Schools—College Prep. Music, Art, Dramatics, Sports, Branches Paris and Rome for foreign study. Address Rev. Mother, TARRYTOWN, N. Y.

THE KNOX SCHOOL

Four-year preparatory for C.E.B. exams. Two-year advanced course for diploma or transfer to colleges. Art, Music, Drama, Business, Household Arts, Riding, golf, crew, swimming, hockey. Mrs. E. RUSSELL HOUGHTON, Box V, COOPERSTOWN, N. Y.

MISS BEARD'S SCHOOL

Excellent preparation for the leading colleges for women. General courses. City opportunities in art, music, and dramatics. Country life and outdoor sports. LUCIE C. BEARD, HEADMISTRESS, Box 30, ORANGE, N. J.

OGONTZ SCHOOL

Junior College courses transferring to senior colleges, universities. Thorough college preparatory, general, elective courses. Secretarial, home-making, dramatics, music, art. Rydal Hall, separate Junior School. ARMY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Fiction Writing, Secretarial, Connecting baths. Sports, Riding. Catalog: Box V, CHAMBERSBURG, PA.

HARCUM JUNIOR COLLEGE

2-year College Courses. Credits transferable. Fine Arts, Costume Design, Int. Decoration, Dramatics, Music, Journalism, Home Economics, Sec. Science, Golf, Riding, Swimming, Fencing, sports. Catalog. EDITH HARCUM, PRES., Box V, BRYN MAWR, PA.

BIRMINGHAM

For girls. Beautifully located in Central Pa. mountains. Accredited college preparation, general courses. Art, music, secretarial. 200 acres for skiing, hockey, tennis, riding, Gym, pool, 8th yr. Catalog. T. C. GUER, DIRECTOR, Box 611, BIRMINGHAM, PA.

KING-SMITH STUDIO SCHOOL

For young women. Specialized study in Music, Art, Dramatics (new little theater), Dancing, Languages and Literature, Creative Writing, Domestic and Secretarial courses. Artistic home atmosphere. Catalog. 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Mrs. F. E. FARRINGTON, REGENT, PHILIP MILO BAIL, PH.D., PRES., Box V, CHEVY CHASE SCHOOL, WASHINGTON, D. C.

FAIRMONT

JUNIOR COLLEGE AND HIGH SCHOOL
Advantages of Capital. Accredited. Liberal Arts, Secretarial, Home Ec. Music, Art. Attractive social life. Sports. 38th yr. Catalog. MAUD VAN WOX, A.B., 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

GUNSTON HALL

For girls. Preparatory, Collegiate Departments. Music, Art, Dramatics, Home Economics, Secretarial. Estab. 1892. MARY L. GILDERSELEV, MARY B. KERR, M.A., PRINS. RICHARD N. MASON, JR., MGR. 1904 FLORIDA AVENUE, WASHINGTON, D. C.

Girls' Schools

ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music, Art, Riding. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., Box V, CATONSVILLE, MD.

NATIONAL PARK COLLEGE

SUCCESSOR TO NATIONAL PARK SEMINARY
Suburban to Washington. Junior college and preparatory school. Distinguished patronage. Unequaled equipment. Terminal courses. Pool, all sports. Catalog. ROY TARCO DAVIS, Box 5117, FOREST GLEN, MD.

MONTICELLO COLLEGE

Accredited Junior College with preparatory school. Sound liberal academic and social training. Music, art, the dance, riding. Distinguished faculty. 100 years old. 300 acres near St. Louis. GEORGE I. ROHRBOUGH, PRES., Box V, GODFREY, ILL.

KINGSWOOD-CRANBROOK

Grades 7-12, postgraduate. Preparatory and general courses. On lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in arts, sciences, handicrafts. Viewbook. Write SECRETARY, 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

RADFORD SCHOOL

Accredited college preparation in ideal year-round climate. Music, art, dramatics, secretaryship. Character, personality developed. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH.D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

BROWNMOOR AT SANTA FE

A liberal secondary curriculum meeting college entrance requirements and emphasizing individual talents. Comfortable buildings in dry, sunny New Mexico. Simple, friendly school life. Riding featured. JUSTINE A. BROWNE, MARY A. MOORE, DIRECTORS.

FLINTRIDGE SCHOOL

General high school and college preparatory courses. Small classes. Accredited. Fully equipped. Love-liest location in Southern California. All sports with riding and swimming. Tuition includes all extras. Box 883, ROUTE 1, PARADISE, CALIFORNIA.

THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, Outdoor sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, Box 30, LA JOLLA, CALIF.

THE ANNA HEAD SCHOOL

Est. 1887. Accredited College Preparatory and Lower School. Swimming, Hockey, Riding, Tennis, the year round. Comfortable home and garden in college town. Address: MARY E. WILSON, M.L., L.H.D., PRINCIPAL, 2532 CHANNINGWAY, BERKELEY, CALIF.

WARD-BELMONT

Accredited junior college and high school with special courses in music, art, dancing, expression, home ec., physical ed., secretaryship. Riding. HENRIETTE R. BRYAN, REG., WARD-BELMONT, Box 105, NASHVILLE, TENN.

HARRIS FLORIDA SCHOOL

Resident and Day Departments. Accredited. Outdoor study and sports throughout winter. For catalogue and Northern interview, address Miss HARRIS, 1052 BRICKELL AVE., MIAMI, FLA.

GREENBRIER COLLEGE

Two-year standard college—4-year prep. for girls. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fire-proof dormitory. FRENCH W. THOMPSON, D.D., PRES., DEPT. V. LEWISBURG, W. VA.

FAIRFAX HALL

4 years' High School, 2 years' College, Secretarial, Fine Arts. All sports. In famous Shenandoah Valley. Delightful Southern home atmosphere. Attractive buildings on large campus. WM. B. GATES, PRES., Box 11V, PARK STA., WATNERSBORO, VA.

WARRENTON COUNTRY SCHOOL

● BEAUTIFULLY located in Piedmont Valley 40 miles from Washington. French the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer Nature and to inculcate ideas of order and economy. Sports. Riding. Mlle. Lea M. Bouigny, Principal, Box 18, Warrenton, Virginia.

Exceptional Children

BANCROFT SCHOOL

Year round home with scientific care and modern educational program for retarded or unsocial children. (54th year.) Fees include summer camp on Maine coast. Write for free booklet—"Do You Know Your Child?" Box 345, HADDONFIELD, N. J.

DEVEREUX SCHOOLS

Tutoring and vocational schools for boys and girls who present educational or emotional difficulties. For information address: HELENA DEVEREUX FENTRESS, DIRECTOR, OR JOHN M. BARCLAY, REGISTRAR, BOX 40, BERWYN, PA.

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools: Girls Little Folks Boys BOX 169, LANGHORNE, PA. MOLLIE WOODS HARE, PRINCIPAL

MARY E. POGUE SCHOOL

For exceptional children and young people who require individual care and training. Specialized teaching staff. Attending physicians. Separate building for boys. Beautiful estate. 25 miles from Chicago. 3105 yr. Catalog. 46 GENEVA ROAD, WHEATON, ILL.

Boys' Schools

FRESNAL RANCH SCHOOL

College preparation for 30 boys, 11-18. Staff of experienced masters. On 15,000 acre cattle ranch, in a sheltered canyon in the Baboquivari Mountains. All the interests of Western life. A horse for every boy. BRYAN F. PETERS, HEADMASTER, TUCSON, ARIZ.

JUDSON SCHOOL

A ranch school for boys 8 to 18 in dry, invigorating Arizona climate. Balanced program of studies and recreation with high scholastic standards. Riding (a horse for each boy), polo, tennis, golf, swimming. Catalog. GEO. A. JUDSON, Box V, PHOENIX, ARIZ.

BLACK-FOX MILITARY INSTITUTE

Outstanding in the West. Accredited. All sports, expert coaches. Polo. Complete development—mental, moral, physical. Excellent instruction. Summer Camp. Catalog. Address 650 NORTH WILCOX, LOS ANGELES.

ST. JOHN'S MILITARY ACADEMY

For more than 50 years, St. John's has been training boys to make wise choices in life. Thorough instruction, plenty of good times. Accredited preparation for college. All sports. Catalog. 9117 DeROVEN HALL, DELAFIELD, WIS.

CULVER MILITARY ACADEMY

On Lake Maxinkuckee. Educates the whole boy. College preparatory, Junior College, 8th grade. 414 graduates in 120 colleges. 1000-acre campus. All sports. Infantry, Cavalry, Artillery, Band. Moderate cost. Catalog. 1110 PERSHING COURT, CULVER, IND.

VOGUE is glad to aid its readers by answering inquiries about schools. Address: 1928 Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

STAUNTON MILITARY ACADEMY

One of America's distinguished military schools. Prepares boys (10-20) for all colleges, universities. Annapolis, West Point. Able faculty, excellent equipment. Separate Jr. School. Catalog. COL. EMORY J. MIDGTON, Box V11, KARLE STA., STAUNTON, VA.

KISKI

Healthfully located in Allegheny foothills, this well-established boys' preparatory school attracts discriminating patronage. Business Admin. Dept. All sports. Golf course. Catalog. W. H. MCCOLL, PRES., KISKIMINGUS SPRINGS SCHOOL, Box 711, SALTSBURG, PA.

PEDDIE

Specializes in preparing boys for college. 284 graduates in last five years have entered leading colleges. 150 acres. 15 modern buildings. Junior school. All sports for all. Summer session. 72nd year. Catalog. W. E. SANDERS, Box 11V, HIGHTSTOWN, N. J.

THE HUN SCHOOLS

Unusual educational plan for college preparation. Small classes. Separate campus and faculty for young boys with optional five-day plan. All sports including polo and crew. JOHN G. HUN, 103 STOCKTON ST., PRINCETON, N. J.

WASSOOKEAG SCHOOL

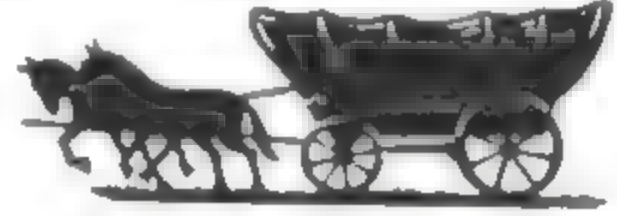
Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

SAUGATUCK MIGRATING SCHOOL

Elementary Grades Fall and Spring at Westport, Conn. Mid-Winter Months, Ft. Lauderdale, Florida

Mr. and Mrs. George P. Weddle Directors

Westport, Conn.



Telephone: Westport 5754

SCHOOL DIRECTORY

For detailed information, address: Miss Marian Courtney,

Vogue's School Bureau, 420 Lexington Ave., New York

Kindergarten Training

MILLS TRAINING SCHOOL

For Kindergarten-Primary Teachers. Accredited by N. Y. and N. J. Departments of Ed. for state certificate. 3-year and 4-year kindergarten and primary courses. College credit toward degree. 28th yr. V. LOUGH, 66 FIFTH AVE., NEW YORK, N. Y.

Through no fault of their own some children are behind in their school work. They need academic training of a highly specialized type, and this instruction can now be obtained at excellent schools throughout the country. We shall be glad to tell you about places meeting your requirements if you will write, describing your problem fully, to: Miss Marian Courtney, VOGUE'S SCHOOL BUREAU, 1928 Graybar Building, 420 Lexington Avenue, New York.

Personal Adequacy

THE INDIVIDUAL PLAN

A constructive appraisal of your appearance, speech, manner, and interests by expert consultants. Occupational suggestions.

ALDEN RICE COOK, 22 E. 38TH ST., NEW YORK.

Fashion Modeling

EMPIRE MANNEQUIN SCHOOL

Cultured, intelligent, ambitious girls "Empire Trained" are in demand by New York's leading couturiers, dress salons, fashion shows and photographers. Booklet.

2 W. 45TH ST., NEW YORK CITY. MU. 2-5242.

Dramatic Arts

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

Winter Term Begins January 17th

FOR CATALOG Address Secretary, Room 251, CARNEGIE HALL, NEW YORK

Fine & Applied Arts

The RAY SCHOOLS CHICAGO

Dress Design, French Cutting, Pattern Making, Line, Color, Fabric Analysis, Styling, Style Reporting, Millinery, Fashion Illustration, Interior Decoration, Photography.

Students Prepared for Professional Contacts 116 S. MICHIGAN BLVD., Chicago. Dept. V



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, STAGE AND SCREEN

Styling, fashion analyzing and forecasting, color psychology, fashion illustration. Individual, specialized training under the direction of EMIL ALVIN HARTMAN America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training.

Fashion Academy is recommended by every important fashion publication in this country and abroad. Its trade contacts not only include the entire fashion field of America, but extend to the acknowledged couture leaders of London and Paris. Request School book 5.

30 Rockefeller Plaza (Fifth Ave. and 50th St.) New York • Circle 7-1514-5 • Paris

Secretarial & Business

MISS CONKLIN'S SCHOOL

Founded 1898. Secretarial and Executive training. Students from leading Colleges and Schools. Placement Bureau. Entrance at any time. Individual advancement. Request booklet. 105 WEST 40TH STREET NEW YORK CITY

KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

MOON SCHOOL

Private secretarial and executive training to prepare for Commercial, Legal, Social or Professional positions of the better class. Intensive 3 months' course. Placement Service. VANDERBILT 3-3896 521 FIFTH AVE. (OR 1 E. 43D ST.), N. Y. C.

PACE INSTITUTE

Day and Evening courses in Accountancy, Secretarial Practice, Shorthand Reporting, Advertising, Selling, Credit Science. Field studies of New York business. Business and cultural subjects. Men and women. For Bulletin E, apply to REGISTRAR, 225 B'way, N. Y.

PACKARD SCHOOL

80th year. Registered by State Regents. Complete Secretarial; General Business; and Accounting Courses. Co-educational for high school graduates and college students. Placement service. For catalog write: DEAN, 253 LEXINGTON AVE., NEW YORK, N. Y.

Window Display

N. Y. SCHOOL OF DISPLAY

Thorough training in Design, Color and Creative Thinking for window and store interior display. Long and short courses, day and evening classes. Faculty of N. Y. Display experts. POLLY PETTIT, DIR., NINE ROCKEFELLER PLAZA, N. Y. C.

Fine & Applied Arts

CHILD-WALKER

School of Design. Painting, Sculpture, Graphic Arts, Interior Design, Industrial Design, Advertising Layout and Display. (Affiliated with Stuart School, Junior College of Arts.) Catalogue. Address: REGISTRAR, 234-A BEACON ST., BOSTON, MASS.

FASHION ART SCHOOL

SAN FRANCISCO, CALIFORNIA Costume Design and Fashion Illustration Merchandising, Stylist Courses in Buying, Styling, Forecasting, Color. Limited Enrollment. Address Box V 1290 SUTTER STREET

CENTRAL ACADEMY OF COMMERCIAL ART, INC.

Highly specialized individual training. Write for brochure. JACKSON GREY STORRY, Director, 1648 CLAYTON ST., WALNUT HILLS, CINCINNATI, OHIO.

ART INSTITUTE OF CHICAGO

Fine Arts—Industrial Art. A Professional School offering degrees and diplomas in all branches. Not operated for profit. 59th yr. Low tuition. Winter Term begins January 3. Illustrated bulletins on request. DEPT. M. B., THE ART INSTITUTE, CHICAGO, ILL.

AMERICAN ACADEMY OF ART

Practical instruction in all branches of Commercial and Fine Art, Dress Design, Pattern Making. Faculty of international reputation. Individual instruction. Enroll now. Catalog. FRANK H. YOUNG, DIR., DEPT. 6117, 25 E. JACKSON BLVD., CHICAGO, ILL.

The staff of VOGUE'S SCHOOL BUREAU is made up of college-trained women. Conferences with principals and hundreds of personal visits to the schools keep them in constant touch with the best schools here and abroad.

TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY (NEAR 52d ST.), NEW YORK Internationally Celebrated Graduates Intensive Eight Months' Winter Course Register Now

Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students. In Fashion Drawing, Illustration, Design, Forecasting, Draping, Pattern Making, Grading, Millinery, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Fashion Display, Fashion Journalism, Teacher Training, Life Class, Day & Eve. Free Placement Bureau. Sales dept. for students' work. Write for Cir. 1. Tel. Col. 5-2077. Not the Most Expensive But the Best Chartered under Board of Regents. Credits. Investigate Before Registering Elsewhere

Fine & Applied Arts

N. Y. SCHOOL OF
FINE & APPLIED ART (PARSONS)

Begin in January. Interior Architecture & Decoration; Costume Design; Advertising Design; Teacher Training. Catalogues. Box V, 2230 BROADWAY, N. Y.

PHOENIX ART INSTITUTE

Fine Arts, Commercial Art, Illustration. Study with outstanding artists—Fogarty, Booth, Humphrey, others. Personal attention. Day, evening. Beginners and advanced. Enroll now. Bulletin V.
350 MADISON AVE., NEW YORK CITY

THE WILDE STUDIO
OF VOCATIONAL ART

12 month courses, ½ day sessions. Preparation for practical field. Advertising Layout, Design, Fashion, Textile, Interior Decoration.
42 EAST 9TH ST., N. Y. CITY. GR. 3 5356

GRAND CENTRAL SCHOOL

Individual talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising, Design, Costume Illustration, and Interior Decoration. Day and Evening Classes.
7002 GRAND CENTRAL TERMINAL, NEW YORK CITY

NATIONAL SCHOOL
OF FINE AND APPLIED ART

Study art in the Nation's Capital—there are many advantages. All branches fine and applied art. Catalogue. 1747 R. I. AVE., WASHINGTON, D. C.

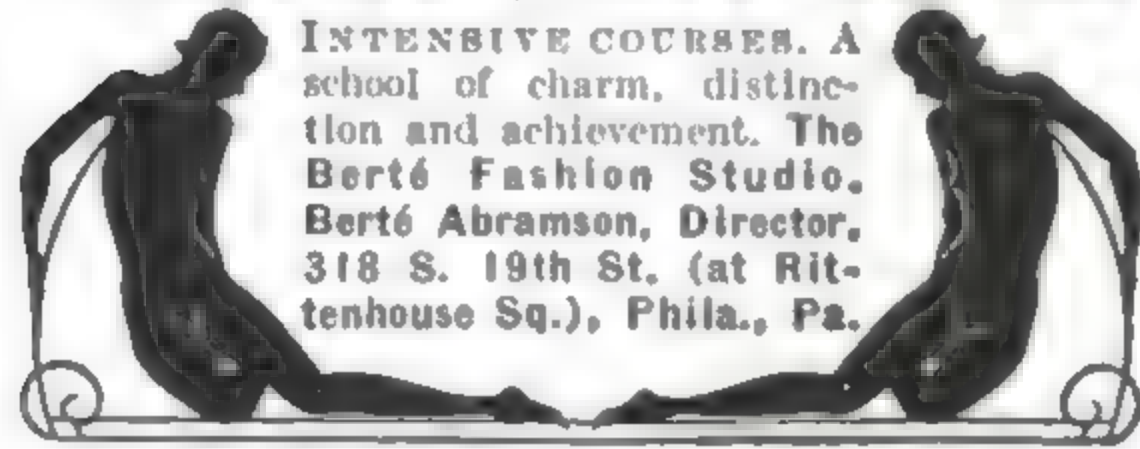
You can rely on Vogue's personal information regarding these schools.

MARYLAND INSTITUTE

1825 BALTIMORE, MD. 1937
Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, etc. Rhinehart School of Sculpture. Catalogue on request.

DRESS ARTS

ART INSTITUTE OF PITTSBURGH
1-year courses in Fashion Illustration, Dress Design & Dressmaking. 2-year courses in Commercial Art, Illustration & Interior Decoration. Student-illustrated "Fashionbook". 111 STANWIX ST., PITTSBURGH, PA.

COSTUME DESIGN
FASHION ILLUSTRATION

INTENSIVE COURSES. A school of charm, distinction and achievement. The Berté Fashion Studio. Berté Abramson, Director. 318 S. 19th St. (at Rittenhouse Sq.), Phila., Pa.

McDOWELL SCHOOL

COSTUME DESIGN
FASHION ILLUSTRATION

Excellent Practical Courses in these and allied subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Regents Charter. Estab. 1876. Catalogue. Day and Evening School
73 West 45th St., N. Y. C. BRyant 9-3085

SCHOOL FOR FASHION CAREERS

TOBÉ...Directors...JULIA COBURN

Professional training for executive positions in fashion. One- and two-year courses for young women (prospectus A). Evening courses for men and women (prospectus T). Call Circle 6-1935.

SCHOOL FOR FASHION CAREERS
9 Rockefeller Plaza • New York

INTERIOR
DECORATION

FOUR MONTHS

PRACTICAL TRAINING COURSE

Period and Contemporary styles, color harmony, draperies and all fundamentals. Personal instruction by New York decorators.

RESIDENT DAY CLASSES

start Feb. 2nd : Send for Catalog 6R

HOME STUDY COURSE

starts at once : Send for Catalog 6C

NEW YORK SCHOOL OF
INTERIOR DECORATION

515 Madison Avenue, New York City

IN PERSONAL QUEST OF THE
PROPER SCHOOL

To paraphrase an old axiom: an ounce of *investigation* is worth a pound of *hearsay*.

And by the same token—a single visit to the school to which you ultimately will entrust your child, will do more to give you a true conception of it than all the study you may apply to catalogues, or all the impressions you may gain from others. What's more—it's almost impossible to get the proper "feel" of a school unless you not only see it *in person*, but *in action*!

And that's a thing many parents are likely to overlook. For even if they make it a point to visit the schools they have in mind, they frequently wait until vacation time to conduct their grand tours. In consequence, they often reach false conclusions.

For, as in the dusk all cats seem gray, so, during the summer interlude—when schools are "dark"—they, too, are apt to seem very much alike.

But when they're in session, it's a different matter. Then you get the real picture of how they work and what makes them "tick"! And it's not a bad idea to take your boy or girl along, when you go reconnoitering, so they may do a bit of investigating of their own.

Naturally, you're bound to be interested in the physical equipment of the schools you're considering. But, besides wanting to know how your youngster

will live and work and play, there's the personal side of your child's education to consider. You should learn what sort of children the young strangers are with whom your child will share his lot. You must know something of their backgrounds—their temperaments—before you can decide whether your boy or girl "fits in".

The faculty, too, deserves your attention. For, after all, these instructors are going to serve as substitutes for *you*—and more. And before entrusting them with this responsibility, you should make it a point to meet them and draw your own conclusions about them.

Certainly, all of these angles can only be satisfactorily judged by a personal "eye-view"—*while school is in session*. And if you're interested in getting first-hand information, just imagine how much *more* interested—and curious—your child must be!

Of course, it would be out of the question for you to make a personal call on every school that might offer a possible solution to your problem. But that's why Vogue's School Bureau can be of so much help and service to you.

Let our staff do the "sifting" for you—narrowing your selection down to the few most appropriate schools. Simply provide the information outlined on the questionnaire below, and we shall be glad to give your inquiry our special attention.

Name

Address

Child's Name

Age

Religious Affiliation

Type of School

Size of School

Locality Preferred

Proposed Entrance Date

Approximate Tuition

Academic Work Completed

Schools Attended

General Remarks

11-1-37

VOGUE'S SCHOOL BUREAU

Miss Marian Courtney, Director

1928 Graybar Building • New York • Telephone MOhawk 4-7500

M MENDING-REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments, Shine Permanently removed. Reliable service. Lowest Prices. Birnkant Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N. Y. City. Tel. Chelsea 3-2624

DAMAGES in any fabric rewoven like new—linens, silks & laces a specialty. Hosiery repaired. Catering to finest shops & people. P. P. Service. Write for circular. French American Re-Weaving Co., 44 W. 57th St., N. Y.

MILLINERY

HATS REMODELED by Miss Esso. Yesterday's hat redesigned into today's mode. Smart new hats to order in the latest Fall colors. Mail orders a specialty. Modest prices, 25 West 58th St., N. Y. C. Plaza 8-1476

MOURNING APPAREL

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickerham 2-2698

N NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 17 Chestnut St., So. Norwalk, Conn. or 6203 So. Gramercy Place, Los Angeles, Cal.

NEEDLEPOINT TAPESTRIES

RARE AUTHENTIC PERIOD DESIGNS for table tops—chairs—rugs—panels—handbags, etc., made ready to embroider—painted or undecorated. Restoring—mounting—stretching. Lucie Newman, 685 Madison Ave., N. Y. C. RE. 4-0412

P PERFUMES

GARDEN FRAGRANCE—New Choice exclusive flower perfumes. Twelve odors including fresh Hyacinth, spicy Clove Pink, lovely Lily of the Valley. Write for Booklet, Evelyn Crosby Gruttemans, Wayside House, Painesville, Ohio

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELdorado 5-1344. Hours from 12 to 6:30

QUILTING

ELEANOR BEARD'S Custom-made Slipper Chair—down cushion with hand quilted slip cover in satin—complete for \$57.50. Write for attractive pictures and samples. Sales Office—1951 Deerwood Avenue, Louisville, Kentucky

S SCALP TREATMENTS

SCALP TREATMENTS correct dandruff, thinning, falling hair. Reconditioning before and after permanents. Dyed or bleached hair treated. Acne cleared. Electrolysis expert. Elizabeth Redden, 1 E. 53, N. Y. PL. 3-4610

SHOES

SHOECRAFT: Famed Stylists to the narrow foot and heel. Sizes 2½ to 12. AAAAA to C. Send for booklet V.C., showing newest models. Expert mail service all over the world. Charge Accounts. 714 Fifth Ave., New York City

RED CROSS SHOES by ARTHUR KENT: Specializing exclusively in these famous shoes. Sizes to 11. AAAAA to EEE. Perfect fit by mail or in person. Send for style book. Arthur Kent, Inc., 534 Madison Ave. & 21 W. 39 St., N. Y.

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value, not "bargains". The better shops at your doorstep. Prompt experienced service. No extra cost. New York and World-wide clientele. 366-5th Ave., N. Y. Wisconsin 7-3288, Cable Edvalsto

MRS. SARAH BOOTH DARLING, Purchasing Agent. Accompanies out-of-town patrons, and also shops for you. No charge for services. Write for particulars of service. 23 West 85th Street, New York City. Trafalgar 7-6450

AUDREY T. McALLISTER offers her experience and service to you gratis; will gladly shop for you or with you in the best New York shops. 531 Fifth Avenue, New York City. Telephone Murray Hill 2-8179

GEORGETTE DUNBAR EVANS keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for description of service. 522 Fifth Avenue, New York City. Tel. Murray Hill 2-1193

SHOPPING COMMISSIONS—Cont.

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone Pennsylvania 6-6862

HELEN L. RICHARDS, Specializing this month in furs. The better furs for the most reasonable prices. No service charge. Write for full particulars. 452 5th Avenue, New York City. Telephone: PENnsylvania 6-6862

SMOKERS' ACCESSORIES

THE ST. REGIS TOBACCO SHOP. A well-chosen variety of cigarette cases, cigar cases, lighters, humidors, pipes. Unusual stock of fine Havana cigars; special cigarette blends. Send for Gift List 701 Fifth Avenue, New York

STATIONERY

HOWARD PUSCH—Your Park Ave. Stationer. Noel Greetings—Distinctive, Original! For your gift to him or her—our exclusive and imported papers, individually engraved. 400 Park Ave. (at 54th St.), New York. PLaza 3-6636

SWIMMING

MARY BEATON, Hotel Barbizon, 140 East 63rd St. Reasonable rates. Swimming pool. ultra-violet ray filtered water; individual scientific instruction—swimming, diving, muscle toning exercises; massage. RItin. 4-9418

T TAILORS

J. TUZZOLI makes a Suit, Coat or Gown for \$25, which cannot be duplicated for less than \$125. Quality and Material faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N. Y. WI. 2-2459

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 58 St., N. Y. CI. 7-8179

P. BASILE & SON creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; Winter fashions. Modest prices; remodeling. 17 E. 53rd St. Vol. 5-7584

TROUSSEAUX

THE PURPLE BOX 26 E. 55th St., N. Y. C. New French Lingerie which is gay and feminine. Negligees, Linens imported from abroad. Novelties, Travelling accessories. Monogramming by hand a specialty. Prices reasonable

W WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. Bryant 9-6269, 6268. Est. 41 yrs.

FUR COATS BOUGHT—BRYANT 9-1376 Mme. Furman will pay highest cash prices for your slightly worn discarded afternoon and evening gowns, furs, wraps, furniture, paintings, china. 105 West 48th St., N. Y. C.

CALL BRYANT 9-1376—MME. FURMAN Consult us first before you sell your gowns, wraps, fur coats, diamonds, jewelry, silverware, furniture, paintings, china, curios, miniatures. 105 West 48th St., New York City

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS—Announcements. Exquisitely engraved. Service planned to manifest the good taste of our customers. Discriminating comparison invited. Samples mailed. Harcourt & Co., Louisville, Kentucky

WEIGHT REDUCING

MARGARET DEUSTER, 160 E. 48 St. Licensed Registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL. 5-8118

REDUCING—Toning exercises. Electrical apparatus, cabinets, Swedish massage, lanaps, swimming, Colonic irrigation (doctor's supervision). 9 to 9. Ladies Athletic Club, Park Central Hotel, 56th St.—7 Ave., N.Y. CI. 7-5269

CARNEGIE HEALTH INSTITUTE, 150 West 57th. Slenderizing courses individually planned. Exercise machines, cabinet, shower, facial muscle relaxation treatments. 1-hour massage. 12 treatments \$35. Booklet. COLUMBUS 5-8688



ERMINE Its classic beauty dominates the "after dark" scene

Harra

S. HARRA FUR CO. 15 WEST 57th STREET, NEW YORK

The **ARISTOCRAT**
\$5.



Displays how the essence of its Paris original! Of antelope suede or calf, with triangular loops over golden bars, tubular leather handles and slide fastener closing for security. Black, Brown, Wine, Green. At better stores.

ENTERPRISE ACCESSORIES, INC., FIFTH AVE., NEW YORK



LOVELINESS OF YOUTH

Restored To You

FIRST TREATMENT will convince you that Bertha Scher, internationally renowned Viennese Youth Specialist, actually makes you look years younger, in Nature's Own Way, without Surgery, or peeling.

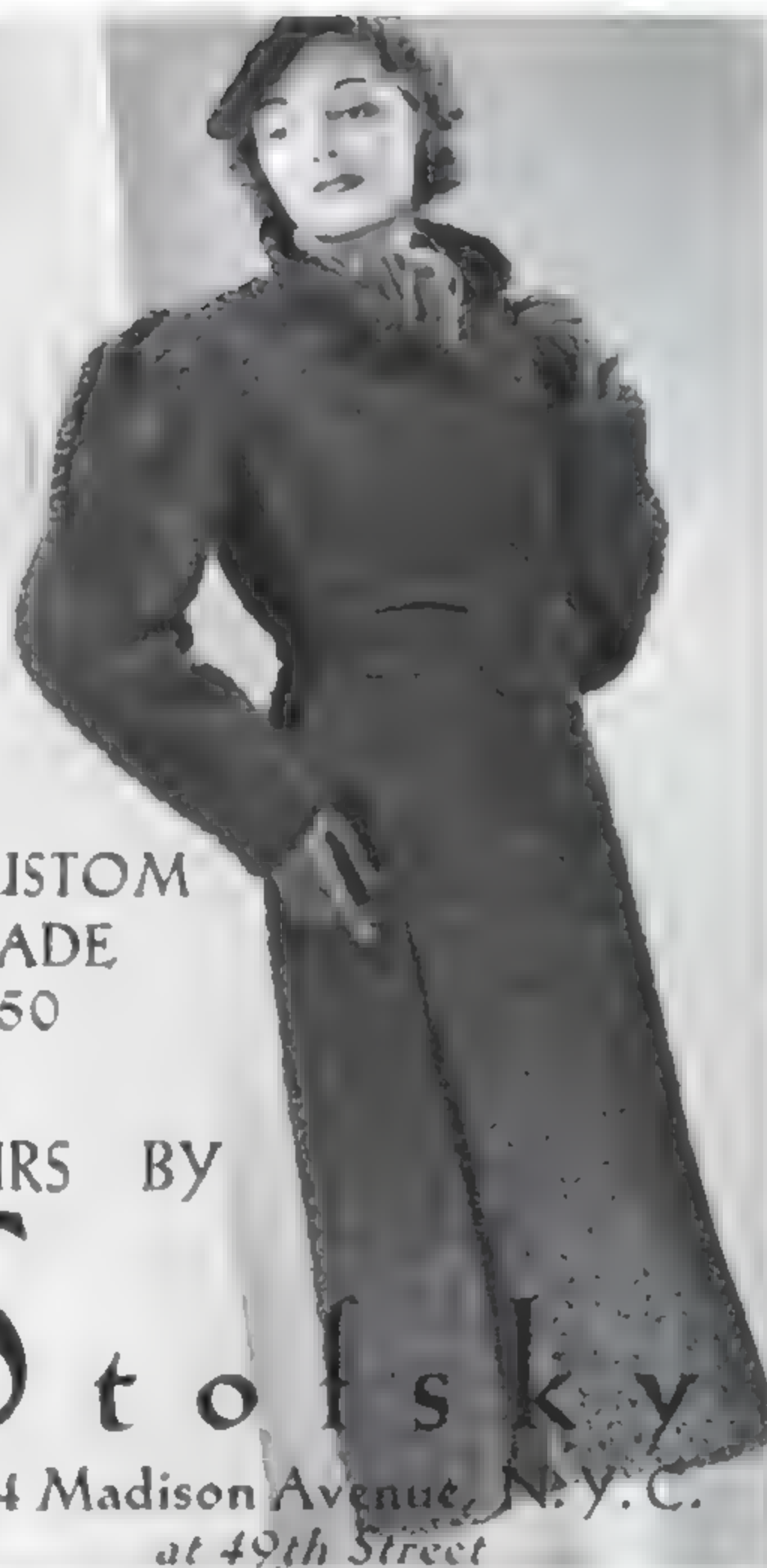
A MAGIC TRANSFORMATION definitely takes place before your very eyes. Wrinkles, crows-feet vanish. Sagging contours become firm, young. Those hard dry lines caused by age or neglect are eliminated by her unique method. Some of the outstanding social women of the United States and prominent Court women of Europe owe their youthful appearance to Bertha Scher.

THE SECRET OF EVERLASTING YOUTH is yours when you leave Bertha Scher, for she provides each client with individual preparations to meet the requirements of the "condition" of their face, neck and skin.

Write or
Telephone for Appointment

BERTHA SCHER

665 Fifth Avenue, New York
Wickersham 2-5251



CUSTOM
MADE
\$750

FURS BY

Stofsky

424 Madison Avenue, N.Y.C.
at 49th Street

CUSTOM • PERMANENT • WAVES



J. Schaeffer
590 FIFTH AVE.

DECORATOR'S DAY-BOOK

IT IS about time for some one to confess that, in decoration, there is seldom any one trend that will change everything in a season—or a month. Particularly in the past few years, the state of decoration has been about as do-as-you-please as the state of the world, or of fashion. There are more and more rules that are made to be broken, and, while this leads to a good deal of freshness and variety, it may be confusing to purists and dabblers in decoration. The purists, however, don't matter so much, but the dabblers, who deserve more sympathetic consideration, should be glad to hear the news that the modern school of decoration has been the first one to hold to its early principles.

After a summer in Paris, Miss Marjorie Urquhart (of Smyth, Urquhart, and Marckwald) reports that French rooms are simpler in effect than ever, and certainly simplicity was the first rule of modern decoration years ago. There are no new ideas that seem forced, as so many of them have been in the past, and the whole movement has settled down comfortably to being itself. Miss Urquhart says that, after Paris, most of our interiors seem incredibly fussy; even our simpler efforts haven't had a restraining hand to put them in order.

Paris uses a great deal of old furniture in newly restrained settings, which has a familiar enough sound, but a good one. There are many monotone or two-tone chintzes; those of Madame Marot being the bright exception. To make up for this, there is more colour in accents, but no one colour has the situation all to itself: it is neither a turquoise-blue nor a magenta season, for which we may be grateful.

There is, however, a background colour that is fairly general: a dusty-pink tone that appears not only in the decoration of houses, but in the Pavillon d'Elégance at the Exposition as a background for fashions. (Miss Smyth, Miss Urquhart, and Miss Marckwald used this colour, combined with beige and deep maroon, a year ago in the Elsie Cobb Wilson room at the Decorators' Picture Gallery show.)

Another note for the long winter evenings: a great deal of tapestry and coarse needlework in modern patterns is being used on furniture, both antique and modern. Here in America, we can hardly make the exquisite modern Aubusson and Beauvais models that are patterned with scenes of buildings and the towns of France, but surely some one will stir up designs for needlepoint that do not inevitably show pseudo eighteenth-century urns of flowers. Paris has produced wonderful modern patterns of fruits à la Cézanne (Cézanne would probably be surprised to find himself a modern at this late date), and Raoul Dufy has for several years designed directly for tapestry and needlework. And with all this comes the glad news that fringes have largely gone out. If you are still timid about eliminating, here is your guide: regard all unnecessaries as fringes, and your job will be easy enough.

Among the new fabrics that will be available before the year is out, there is a remarkably heavy coarse jute in wonderfully soft colours, rather loosely woven, striped in brown, white, and dusty-pink, in pale blues, pistachio-greens, soft yellow, and a fine faded scarlet. And a damask with a rather neutral lustre in creamy beige, with a naïvely drawn pattern in line only, of bouquets of flowers scattered over the surface. Another of leaves and tulips of this same type is in soft pistachio-green, and a very coarsely woven linen has a white pattern on a slate-coloured ground, almost like a seventeenth-century painted canvas wall-covering.

Having all but exhausted the existing stock of early and late Victorian wall-papers, Hobe Erwin has set about to reproduce a number of the best documents in his collection. In spite of its rather misleading title, the "Georgian Bouquet" has wide stripes of bold and brilliant flowers on a white ground—flowers in twelve colours and in innumerable species. This is a paper to begin a room with, and handsome enough to be catered to.

Cheer Leader!

Trim . . . snug . . . warm as your football blanket! This little oxford will let you stand and cheer comfortably through the nippiest stadium afternoons . . . and lend grace and smartness to your step at the tea-dance after the game.



In black or brown suede and alligator leather heel. Also strap and pump models.

1175

Expert Mail Service

J.J. SLATER

In New York: 415 Fifth Ave., 575 Madison Ave.
In Washington: 1215 Connecticut Ave.
In East Orange: 594 Central Ave.

"The Trend is to Slater"

DECORATOR'S DAY-BOOK

The late Empire pattern called "Hydrangea and Drapery" reverses the order, and can be had only in one of three monotones: shades of grey, of sepia, or of blue. This, again, takes the form of stripes—a vertical column of finely drawn hydrangeas against a width of draped fabric. The "Greek Honeysuckle" is even more architectural in pattern, quite formal in its way and in unusual Erwinian colour schemes: puce and laurel-green, blue and plum, and grey and yellow.

For diversion, there is a morning-glory border beautifully planned as to design and colour: brown leaves with blues, lavenders, mauves, and pinks, on pink, grey-white, or faded green grounds. And for further diversion are the two late Victorian patterns; one with jewels, large jewels, each one surrounded by pearls, and fairly widely spaced on the background. In this design, you may have a choice of sapphires, rubies, or topazes. And the other Victorian design has a very special motif of ribbons and chains (Freud would have something to say about this strange combination), which divide to show bouquets of daisy-like flowers between them, all on a yellow, a pink, or an old-blue ground.

All these papers have their own authentic charms, and Mr. Erwin's authoritative hand over their colours and their production.

The Hooper Collection is now being beautifully shown in a series of intimate rooms in Fifty-Seventh Street, all so well arranged that the fine details can not be missed. All collections of this kind change constantly, but certain pieces are typical. There are two miniature Heppelwhite mahogany bookcases (about five feet tall and three feet wide) on simple stands, and the delicately mullioned and glazed doors reveal fine old porcelains, exactly right in scale.

The two-light appliques, which are contrived of old Venetian crystal, have simple, twisted arms set into unobtrusive metal brackets, and a large four-fold screen is covered with cream-coloured Chinese silk with a painted pattern of vines and flowers in softly bright colours. A pair of mahogany wine-coolers of noble proportions, bound firmly with brass, have handles of brass.

And to prove the catholicity of the finds in the Hooper Collection, there is a collection of eighteenth-century door-locks and door-knobs of brightly polished brass.

ITEMS ABOUT TOWN: The Mayhew Shop's quarter-circular and five-cushioned sofas that can be arranged together to make an imposing half-circle before a fireplace, or separated at either side. To be had in your own fabric, of course, or in one of theirs. And their great darkish green glass vases, fifteen inches across the top and eighteen or more inches high, to hold masses of flowers or laurel.

The news from London that James Amster has cornered Constance Spry's white clay vases, among other things, for America. These include the really classic crown-shaped vase (designed by Messel for the Coronation, but fine enough to be beyond any such temporary news-value), the large simple urn, and the boat-shaped one that looks like plaster drapery with a heavy tassel at each end. They are all ideally planned for the flowers that Mrs. Spry arranges so beautifully, and they are glazed inside, unglazed outside, and unlike anything that we have seen before.

The Decorators' Picture Gallery show, opening on November 8, with rooms by a new quartet of decorators: Bello, Inc., Isabella Barclay, Mimi Durant, and Evelyn Rosenfeld. These shows have been, in the past year, the best presented and the most interesting in the decorative field, bridging the well-known gap between painters and decorators, and causing more talk than any other three shows combined. It now remains only for some one to bridge that greater gap between architects and decorators, and the world (decorative) will be happier for it.

EVERETT GRAY LINSLEY



proposal for a lovely lady
a jeweled slipper...
sparkling rhinestones and loops
of silver ribbon \$22.75

UJANITY
Custommade Shoes
576 Madison Ave.
near 56 St.
N.Y.

Build it
on
Request



FLORENCE
Reichman
16 EAST 52ND STREET,
NEW YORK

hats

MRS. PLEASANTS
PENNINGTON
PRESENTS
"MOLTEN METAL
AND
CRINKLE CREPE"
39.95



Chez Rosette
10 EAST 56TH ST., NEW YORK

G. W. VASSAR



DAVID'S
Fifth Avenue

12.75

The key unlocks
a real gift treasure... a
suede-lined imported English kit
bag fully 11 x 7 1/4 in size. Black, to-
bacco, cardinal, navy.

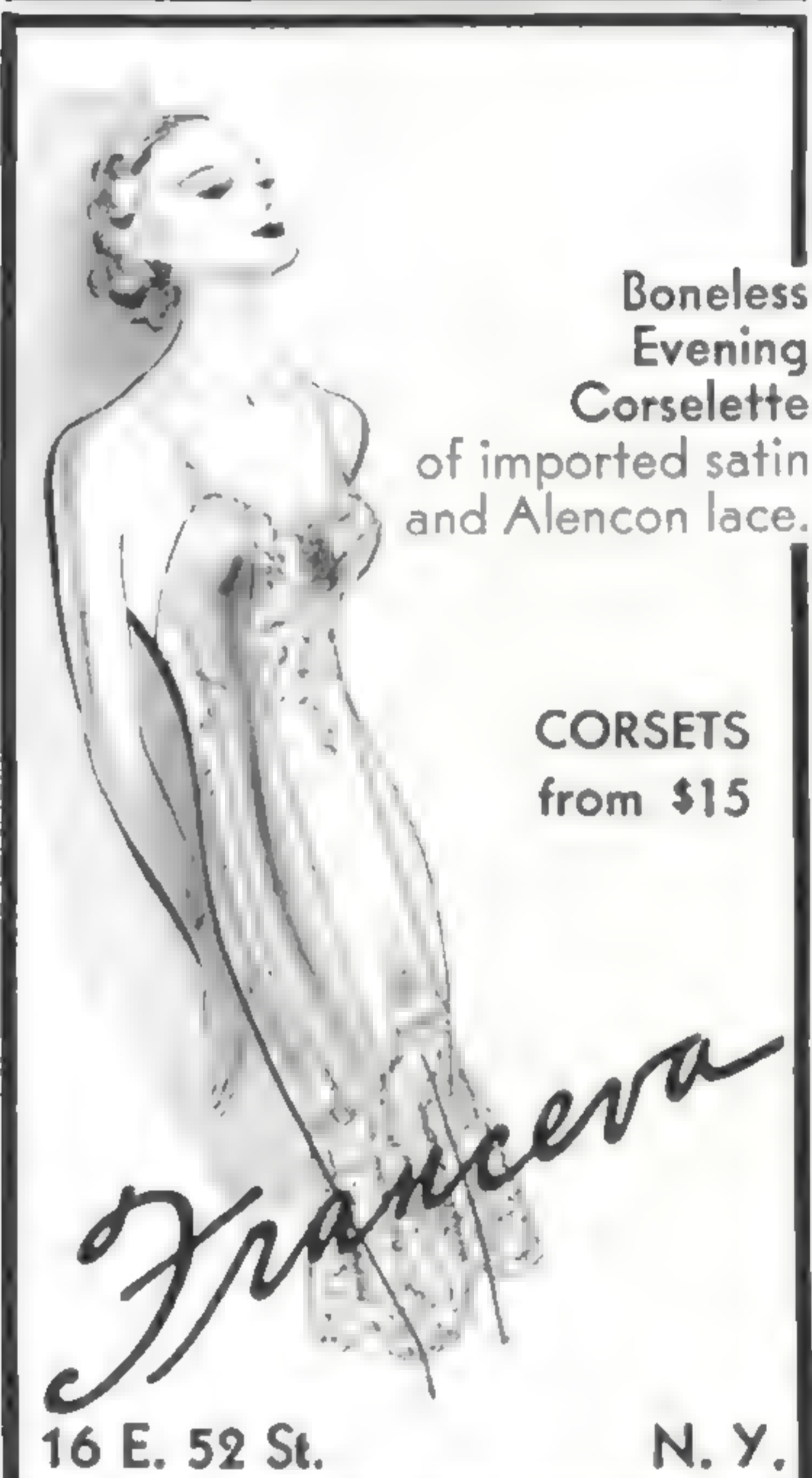
425 fifth avenue, n. y. c.
deliveries to all parts of the world
David's Fifth Ave. Bags ARE SOLD AT FINE OUT-OF-TOWN SHOPS



For a mood

He languid in Chinese-braided silk lounging pajamas—due to perfection from a native pattern, they are hand-tailored with careful precision. Jade green, powder blue, or Chinese red. black or white. Sizes small, medium and large. Price \$10.00

YAMANAKA & CO.
INCORPORATED
680 FIFTH AVENUE, NEW YORK, N. Y.
CHICAGO LONDON BOSTON



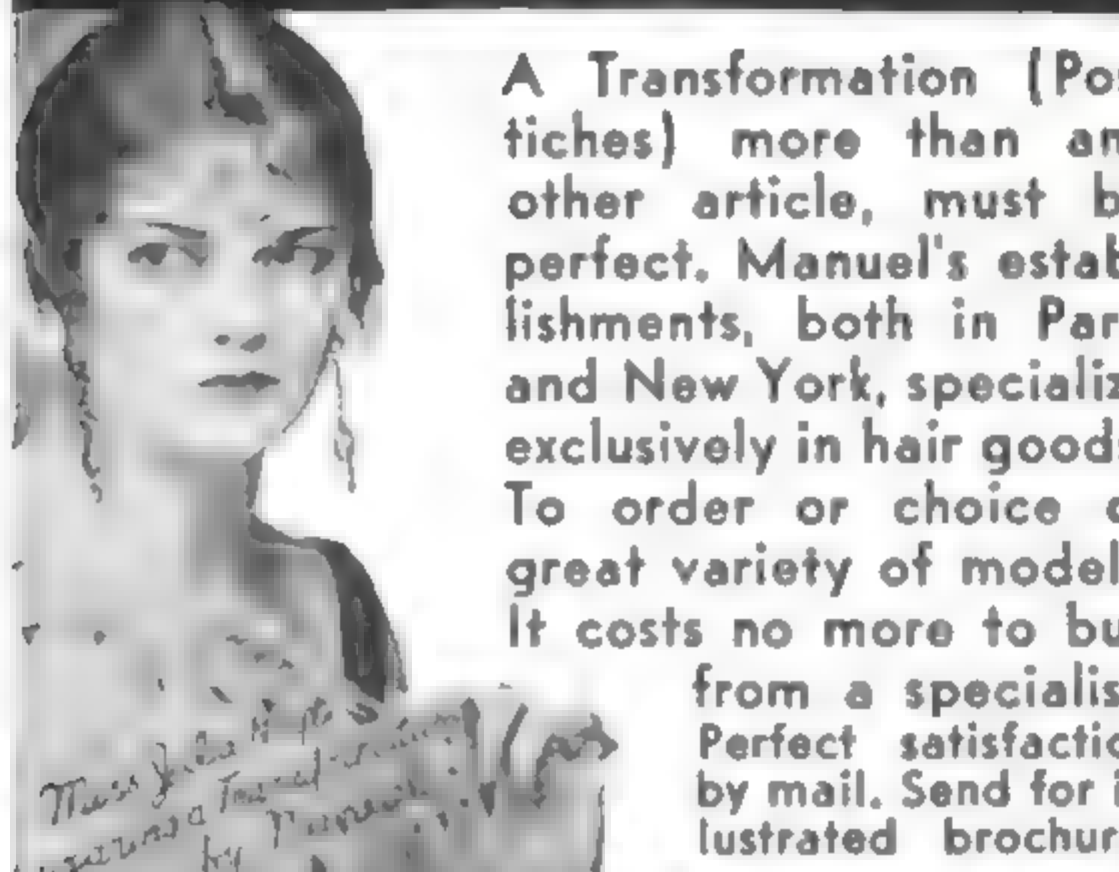
Boneless Evening Corsette of imported satin and Alençon lace.

CORSETS from \$15

Francera

16 E. 52 St. N. Y.

MANUEL
TRANSFORMATIONS



A Transformation (Pos-tiches) more than any other article, must be perfect. Manuel's establishments, both in Paris and New York, specialize exclusively in hair goods! To order or choice of great variety of models. It costs no more to buy from a specialist. Perfect satisfaction by mail. Send for illustrated brochure.

NEW YORK
485 MADISON AVE.
PARIS
10 RUE ROYALE
HAIR GOODS EXCLUSIVELY

f **FACE... LIFTING**
without surgery
by muscle adjustment

An Invitation

To all women to become acquainted with the proven principles of contour adjustment without surgery, peeling or massage. Practised by skilled men-technicians. Approved and personally taken by physicians. Corrects and prevents wrinkles, age signs, flabbiness.

Definite results in first treatment or no money accepted.

Phone for appointment or write for booklet.
H. Sibner M. Boyle J. Canell

face contour inc.
730 Fifth Ave. New York
at 57th St. Columbus 5-5250
CHICAGO
with Pierre Andre 840 N. Mich. Ave.

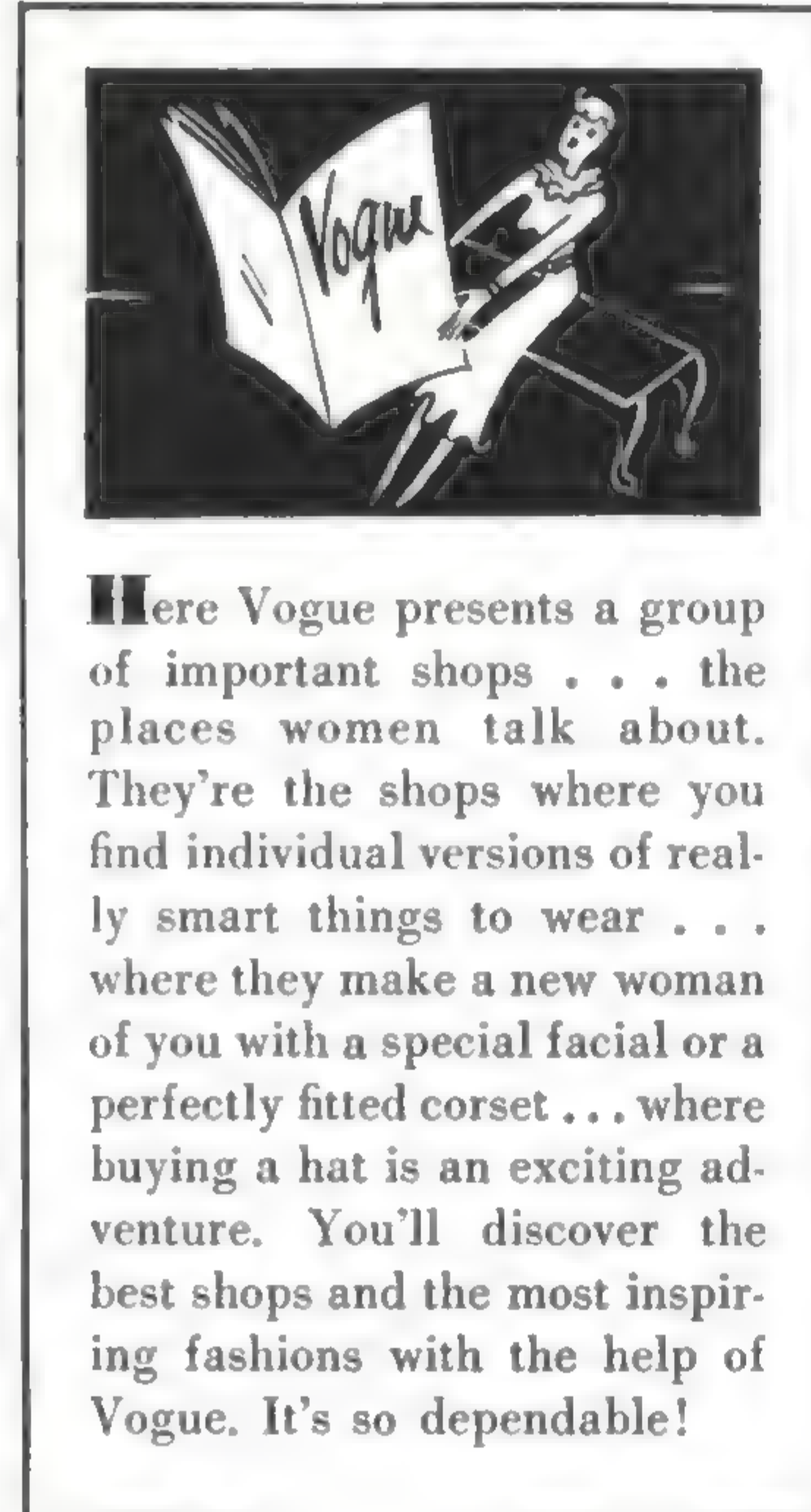


f **Flattering coiffures**

Your hair can have all the natural life and sparkle and waviness with a Berthold Permanent—and make a very flattering coiffure. Undetectable hair coloring. Most comfortable salon. Phone for appointment.

BERTHOLD
COIFFEUR

22 East 54th St., New York, PLaza 3-5354



Here Vogue presents a group of important shops . . . the places women talk about. They're the shops where you find individual versions of really smart things to wear . . . where they make a new woman of you with a special facial or a perfectly fitted corset . . . where buying a hat is an exciting adventure. You'll discover the best shops and the most inspiring fashions with the help of Vogue. It's so dependable!

VOGUE COVERS

White caps



At the other end of your telephone, if you live in New York City, is the Nursing Bureau of Manhattan and Bronx, Inc., from which you may order a crisp, white-uniformed R. N. at any hour of the day or night. The Bureau's newest development—and this should be of particular interest to the some 104,000 New Yorkers who live alone or who in case of illness must be left alone while other members of the family bring home the bacon—is an Hourly Nursing Service, for patients needing only short periods of professional care.

This part-time service is a convenience for minor afflictions, for new mothers baffled by their first babies, for convalescents who require equal parts of care and entertainment, for chronic invalids needing only occasional attention, and for such procedures as baths, hypodermics, surgical dressings, and so on. The cost of such a visit (one hour, minimum) is regulated entirely by the amount of attention necessary.

Since the enterprise is non-commercial, and backed by an imposing list of prominent people—professional and non-professional—the expense of putting the patient into skilled hands is reduced to a figure within general reach. This Hourly Nursing Plan is a community service, and on the list of What New York Needs. So the next time you need a cool hand for a fevered brow, remember the number—ASHland 4-3563.

Accolade

The cinema—maligned and belaboured though it has been for Art's sake—is now officially recognized as an Art Form; the only Art Form, in fact, peculiar to the twentieth century. At least, the Department of Fine Arts of Columbia University (which ought to know) has inaugurated a new extension course on it, whose aim is "to approach this twentieth-century medium of expression in the same manner as the older arts...." The course is called "The History, Aesthetic and Technique of the Motion-Picture," and is held in the Projection Room of the Museum of Modern Art Film Library. And,

quite apart from its social significance, it sounds fascinating.

Apparently, colleges and universities have been taking the motion-picture pretty seriously for a long time now. But it couldn't be properly studied or analysed until something like the Film Library came along, to make its actual means of expression—the films upon which its efforts are recorded—available for study and analysis. Now that the Film Library has come along, and has gathered together, preserved, and documented all the most important pictures of every country and period, the Cinema has become a subject that you can really get your teeth into; "not merely as an adjunct to visual and auditory education," to quote the Columbia announcement, "but as a subject of profound significance in itself...."

The course, now well along in its first semester, is conducted by Mr. John E. Abbott, Director of the Museum of Modern Art Film Library, and Miss Iris Barry, its Curator, assisted by various distinguished guest lecturers. Each class consists of a one-hour lecture, followed by an hour-and-a-half projection of films, and closing with half an hour of discussion.

All in all, it looks as though the ghost of "Once in a Lifetime" had been laid forever.

Booths and labels

Throughout the city, booths have been opened to further the public's knowledge of cancer by soliciting voluntary contributions. Cancer Week lasts from November 1 to November 7, and various members of the Women's Committee act as captains at specific posts, including: Grand Central Terminal, Pennsylvania Railroad, and Saks-Fifth Avenue. In addition to voluntary contributions, the Cancer address labels are on sale. Although these labels are particularly appropriate for Christmas packages, they are not to be confused with the Christmas seal for tuberculosis.

Last year, Governor Lehman definitely proclaimed Cancer Week as a permanent institution. The New York City Cancer Committee, with headquarters at 165 East Ninety-First Street, handles both the labels and the new publication, called

★ ★

Sophistication and Glamour of the Paris Openings.

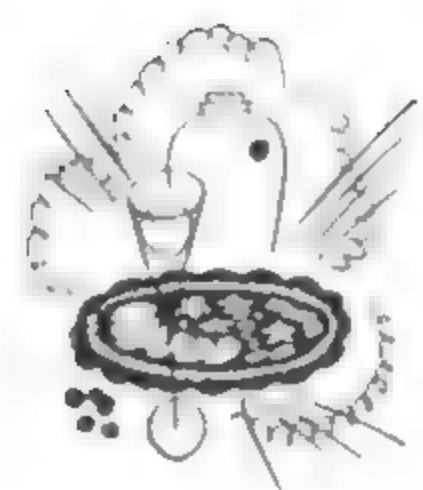
★ ★

Maison **Burano**

Gowns
... Daytime
Afternoon and Evening
... Hostess Gowns
Negligees and Lingerie
Accessories

680 FIFTH AVENUE, NEW YORK

THE TOWN



The Quarterly Review, and is continually fighting to preserve life. Results already show that a greater number of people are applying for examination, so eventual control of the disease is far more hopeful than it was a decade or two ago. Unanimous cooperation is what is most needed now, and personal donations—however small.

Hawaii to Paris

From tango to shag, Charlie Murray's band makes a successful effort to please the wide variety of guests at Mon Paris. And for those who like the more intimate night-spots and object to energetic dancing, there is the rosy-coloured bar beyond, where the Coral Islanders play Hawaiian music to relaxed groups sitting on cushioned seats against the walls, sipping their coffee and liqueurs. For the gourmet, there are *crêpes suzette* made solicitously at the table by the head waiter himself. Dinner, and all that goes with it in the way of music, ranges from two to three dollars. Lunch is not served at Mon Paris, for effort is concentrated on the evening meal, and, besides, the lighting and the frankly French murals are more conducive to nocturnal entertainment.

The ratio of the tables to the dance floor is such that ample space on the floor exists no matter how crowded the restaurant may be. Perhaps this is because, when the music starts, people don't get up all at once to dance. This music is soft enough for conversation to be continued throughout. Mon Paris may be found, incidentally, at 142 East Fifty-Third Street.

Chinese occupation

Perhaps it's all the talk about China in the air these days that is responsible for the increased interest in that classic Chinese game, mah jong. But, as a matter of fact, many communities never gave it up when, after its first flush of popularity a decade ago, China gave way to Egypt with the advent of backgammon. But whatever the cause, there's a definite trend towards the revival of mah jong. During the Newport season, one saw many people building their own little Chinese walls as they sat in their

villas looking out over the Cliff Walk, and the sounds of North Wind. South Wind—and all the other winds—could be heard mingling with the Atlantic breezes along the dunes of the Hamptons. Cities such as Washington and Louisville, where for years Mah Jong has been played as consistently as bridge, report an increased interest in the game this year.

If you want to brush up on your game, Macy's has an instructor there on Thursday afternoons, from three to six. She will be glad to discuss your "problems" free of charge, and private lessons can be arranged to be given at home.

Bali to Brussels

The selfsame path that once led to Bali now deposits you in Brussels. Not geographically, however, for the Paris-Bruxelles, 161 East Fifty-Fourth Street, has kept the *décor* of the former Café Bali. The present proprietor, Mr. Doclot, is a restaurateur of the old régime. With its standards, he's created a blessed atmosphere that realizes in fact a cliché that is too often fiction: "Dine leisurely amid restful surroundings, excellent cuisine, deft service, etc." It all comes true here; the chef is French, Mr. Doclot himself a Belgian, and they've merged their talents to serve you the food of Paris and Brussels—two cities of indisputable culinary prowess.

A word of warning, however: don't let the *Hors-d'œuvre*, *Franco Belge*, absorb all your enthusiasm. Try Curry of Lobster à l'Indienne with Rice (not that you couldn't have a plebeian lamb-chop glorified into the most entrancing entrée, if you wanted one) and have a salad mixed at your table—all this, while soft music floats from somewhere.

The Paris-Bruxelles induces the splendid pre-War ease at dining that Mr. Doclot learned while catering at the old Hotel Belmont. It has the added benefit of his associations with the Union News Company restaurants and the University Club in Philadelphia; and the prices are reasonable. Testimonial: the place was a refuge for a sizeable clan of Grade A summer bachelors, whose wives had deserted to the country; and s.b.'s. are notoriously fussy. We think—in fact, we're practically sure—that you'll like it here. (Continued on page 62)



THE HIGHER-UP, 12.75



We gave this Simon-pure silhouette top billing last season, at the same time predicted it was going places. It did; to the most impressive addresses in New York. HIGHER-UP should live forever since it's the first worthy successor to the plain opera. Reasons: it looks better, fits better, and does not cut the instep. If you're pining for a sleek, well-bred shoe that is miles ahead in the fashion picture, credit your feet with this model in black or brown suede.

Charge Accounts • Expert Mail Service

SHOECRAFT

714 FIFTH AVENUE, NEW YORK
AAAAA to C Narrow fitting heel
8½ 9 9½ 10 10½ 11 11½ 12 add \$1



FRENCH BOOTERY

Booklet
On Request

22 EAST 57th STREET, N. Y.
544 NO. MICHIGAN AVE., CHICAGO

CHILDHOOD INC.



Velvet for Their Parties

Custom made clothes from one year old through six years . . . Layettes made by hand . . . Furniture and interiors.

32 EAST 65TH ST., NEW YORK

MUSIC WHEREVER YOU GO!

Keep in touch with your favorite radio programs—enjoy the latest records either popular or classical wherever you go. Take a Haynes-Griffin Travelphone with you! This compact, portable radio and electric phonograph has glorious tone fidelity.

Latest design 7-tube super-heterodyne with built-in aerial assures splendid reception of standard broadcast and short-wave programs. Operates on both A.C. and D.C. Completely self-contained in top grain tan cowhide traveling case. A fitting companion for your smartest luggage! Has ample space for carrying a supply of records.

We ship radios, phonographs and records to all parts of the world. Safe delivery guaranteed. WRITE FOR CATALOGUE TODAY!



The Travelphone


HAYNES-GRIFFIN

373 Madison Ave. at 46th Street
Murray Hill 2-5650

NEW YORK CITY

Alfred
of ANDRÉ & ALFRED
has joined the able staff of
Orloff HAIRDRESSING
509 Madison Ave. N.Y.
Vol. 5-0063

PERMANENT WAVES
modern—scientific



Louis Parme

7 East 55th Street
NEW YORK
Wickersham 2-1553-1665

TRANSFORMATIONS
moderately priced

X
M
A
S

FOTO-TAINER



FOTO-TAINER is the nicest gift for those that like pictures. So easy to make a fine collection. So easy to show your pictures to your friends. Beautifully made, loose-leaf, each sewn pocket holds 12 prints up to 5 x 7".

A FOTO-TAINER for every size picture, every size purse.
SENT ON THREE DAYS' APPROVAL.

	Small	Library	Slide-in back
No. of Pockets	12	24	40 to start
Im. Leather	\$2.00	\$2.75	\$4.00
Gen. Leather	2.75	3.75	6.00
Ant. Cowhide*	3.50	5.00	7.50
Morocco*	4.00	7.50	10.00

*Lined with silk.

Complete catalogue on request

If money is sent with order, initials or name stamped in gold FREE.

MEVI, 228 E. 45 St., New York, Dept. V.

CALIFORNIA FRUITS
Selected New Crop



SENT ON APPROVAL
10-lb. Family Ass't
Delicious SUN-RIPE Fruits
Packed in 2 Redwood Boxes

2 1/2 lbs. LARGE WHITE FIGS } \$3.00
2 1/2 lbs. CALIFORNIA DATES } Express
2 1/2 lbs. MAMMOTH PRUNES } Prepaid
2 1/2 lbs. WHITE RAISINS }

Send no money now. Pay me after you taste them. If they are not the most delicious dried fruits ever eaten return them at my expense.
Use coupon below.

Canoga Farms, R.F.D. 10, Reseda, Calif.
Gentlemen, kindly send me your special family size assortment of SUN-RIPE fruits all charges prepaid.
If after sampling the fruits I am not entirely satisfied I will return the rest to you at your expense, or I will send you the \$3.00 by return mail.

Name _____
Address _____
City _____ State _____
Bank or other reference _____

If you wish to send check with order I will include free a sample of my delicious DATE-NUTS.

*Direct from
Kargère
Paris Ateliers
39 Champs Elysées*

evening dresses
afternoon dresses
hand-made blouses

Kargère
535 Madison Ave. at 54th St.
New York

A new
taste-thrill

SMOKED TURKEY!



UNTIL now the secret delight of epicures and gourmets! This piquant Pinesbridge Farm Smoked Turkey is perfect for entrees, hors d'oeuvres, canapes and sandwiches. Served in America's finest homes, smartest clubs and restaurants. Grand for gifts, too.

The excitingly different flavor is achieved by smoking plump young turkeys over fragrant green apple-wood fires until they attain the ultimate in savory deliciousness. Ready to carve and serve, 7 to 15 lbs., smoked weight. \$1.20 a pound, express prepaid. Order one—you'll want another. Money refunded if you are not delighted. Free booklet on request.

PINESBRIDGE FARM
Box V-11 Ossining, New York

Do you know your shops?

You may live in New York or visit it often—but have you really plumbed all its shopping opportunities? Do you know the smart small shops of the city on which well-dressed women rely—the places to go for a very special beauty treatment—a custom corset—a hat that suits exactly? Before you stir a step on your next shopping trip, spend a few fruitful moments with Vogue's Address Book.

VOGUE COVERS THE TOWN

First aid for hostesses

If you plan to give any big parties this year, or have much responsibility in connection with any benefit for charity, you really ought to know about Miss Märta Lindersköld. Miss Lindersköld, who comes from Swedish nobility, has been a right hand to some of America's most famous hosts and hostesses and will do as much for you. Her experience in this field dates back to the days when she took charge of the Long Island parties given for the Prince of Wales and of Mr. Mackay's famous party for Colonel Lindbergh.

This year, instead of occasional parties, she plans to give her full time to the management of weddings, débuts, et cetera. She will work on the invitation lists, suggesting names if you want her to, attend to the catering, engage the rooms, and arrange for music and entertainment. If your problem is a benefit, she will make all the arrangements for a play, or whatever type of artists you wish, and take full charge of the ticket selling. She is, in fact, the hostess' best friend, and she ought to make life a lot simpler for many New York ladies. You can reach her at the Gilford Apartments, 140 East Forty-Sixth Street.

To horse!



There are ways and ways of inaugurating a new season. Spring comes when you detect the first dandelion. The first male straw hat means summer, and autumn is supposed to begin with the first flushed maple-leaf. But the winter social season can't really be taken seriously until the National Horse Show comes 'round as it has been doing for the last fifty-four years. This year it's to be extended an extra day—the committee was haunted by all the frustrated horse-lovers who have been unable to get seats in the past. And so, from November 3 through November 10, Madison Square Garden will be a very cosmopolitan place, and a very horsey place. The best army and civilian riders in North America and Europe

will compete for trophies galore and \$22,000 in prize-money.

There will be international military jumping contests every night, and a lot of equally thrilling jumping events to underscore the excitement of the matinées. Cavalry officers have been brooding darkly over plans for hazardous new jumps that will call for skill and complete faith from both the horse and the rider—things involving painted drums, grass banks, striped poles, and double gates.

Go and vent your civic pride on cheers for the New York Mounted Police. Or go, on the final night, and watch the Irish, Dutch, French, Belgian, American, and all the other teams compete for the International Perpetual Military Challenge Trophy. Go, even if you know nothing about horses, just to enjoy the colourful paraphernalia of competitive sport—badges, trophies, colours, ribbons, and uniforms, ah yes—uniforms.

Cuban chic

Although there are a lot of Cuban and Central-American *boîtes* around town, the opening of La Conga at 57 West Fifty-Seventh Street has brought us by far the smartest of the restaurants which specialize in Southern sultry surroundings. On the street level, there is a bar and café, where one can lunch or dine quietly and without "atmosphere." Below, however, atmosphere is rampant; this room is a setting of waving palms, tropical skies, and exotic props.

After sampling the Spanish cuisine in many of our restaurants, we consider La Conga the top. For instance, their *arroz con pollo*—this popular dish with Latin-Americans is, under the guidance of La Conga's chef, a beautiful mixture of tender chicken, rice covered with saffron, peas, pimento—and whatever other secret ingredients the chef tosses in. La Conga features a native dish every day. For instance, Cuban specialties, such as *picadillo à la criolla* (Cuban minced meat and white rice); *tasajo aporreado* (dried, salted beef, rice). Spanish specialties, such as *paella valenciana* (seafood and rice); and all sorts of hot Mexican dishes.

The wine card is interesting, including many good Spanish vintages and West Indian rums. As an apéritif, we recommend a fine sherry, Solera 1842—almost a hundred years old; and for your dinner—especially if you start off with seafood—a dry white Spanish wine called Diamante.

At La Conga, music begins at seven o'clock, and, from then until closing time, two bands alternately play for dancing—one for tangos, the other for rhumbas—interspersed every now and then with music for those who may not be versed in the intricacies of Latin-American steps.

We feel that there is a definite place for La Conga in New York, and, as it started off with a bang, you should book your table in advance. Incidentally, they have a telephone number that's easy to remember (and very smart they were to wangle it—their own address): PLaza 5-5757.

MIAMI BEACH HOMES

For Sale • For Rent

*Selected Homes
in All Sections*

J. Gescheidt, Inc.
Realtors

1301 Washington Ave., Miami Beach, Fla.

Since 1925

Member of Miami Beach Realty Board

VOGUE COVERS THE TOWN

Town gossip



The regularity with which Louis Sherry's has opened for the winter season is a tradition of sixty years' standing. We like their splendid disdain of the noisier trappings of to-day's night-life. No floor-show takes place beneath the crystal chandeliers at 300 Park Avenue. The accent is on Sherry's famous food, plus the smooth music of Meyer Davis' orchestra. The result is highly satisfactory dinner-dancing....

....The Crystal Garden of the Ritz is open again, with Rudolf Friml, junior—son of the famous composer of operettas—and his orchestra. The alternates are Ralph Rotgers' Tango-Rhumba Band, and Jack Holland and June Hart dance at both dinner and supper. This year, the lights that gave a pale blue moonlight effect have been augmented, so that now you can sit through a complete sunset, moonlight, and dawn....

....If you want to see what the American automobile industry has done this year toward "Putting the World on Wheels," go to the National Automobile Show in Grand Central Palace. It opened October 27, will run until November 3, and, considering that the self-starter is only

twenty-five years old, is a very streamlined affair....

....There is another great industry whose accomplishments you can view this month. From November 5 to November 21, the International Building in Rockefeller Center will be the abode of the second National Book Fair. Book-lovers can explore every angle of book-lore. They'll show you the recorded word, from the earliest clay tablet down to the most up-to-date printing-press, and a book by Hendrik Van Loon will be manufactured before your eyes—from type-setting to binding. There will be speakers every afternoon and evening, including Fannie Hurst, Lowell Thomas, Emily Post, and Robert Frost. The fair is open from ten in the morning until ten at night, daily. Sunday, the hours will be somewhat shortened....

....The Metropolitan Opera Guild has sponsored a Layman's Opera Course, with lectures that are being given by Madame Olga Samaroff Stokowski, every Wednesday morning until the middle of December, in the ballroom of the Hotel Pierre. The operas are chosen from the current repertory of the Metropolitan Opera Company. No excuse, now, for being bored with opera (if you are); when, in eight easy lessons, you can transform yourself into an "active listener." "FLANEUR"

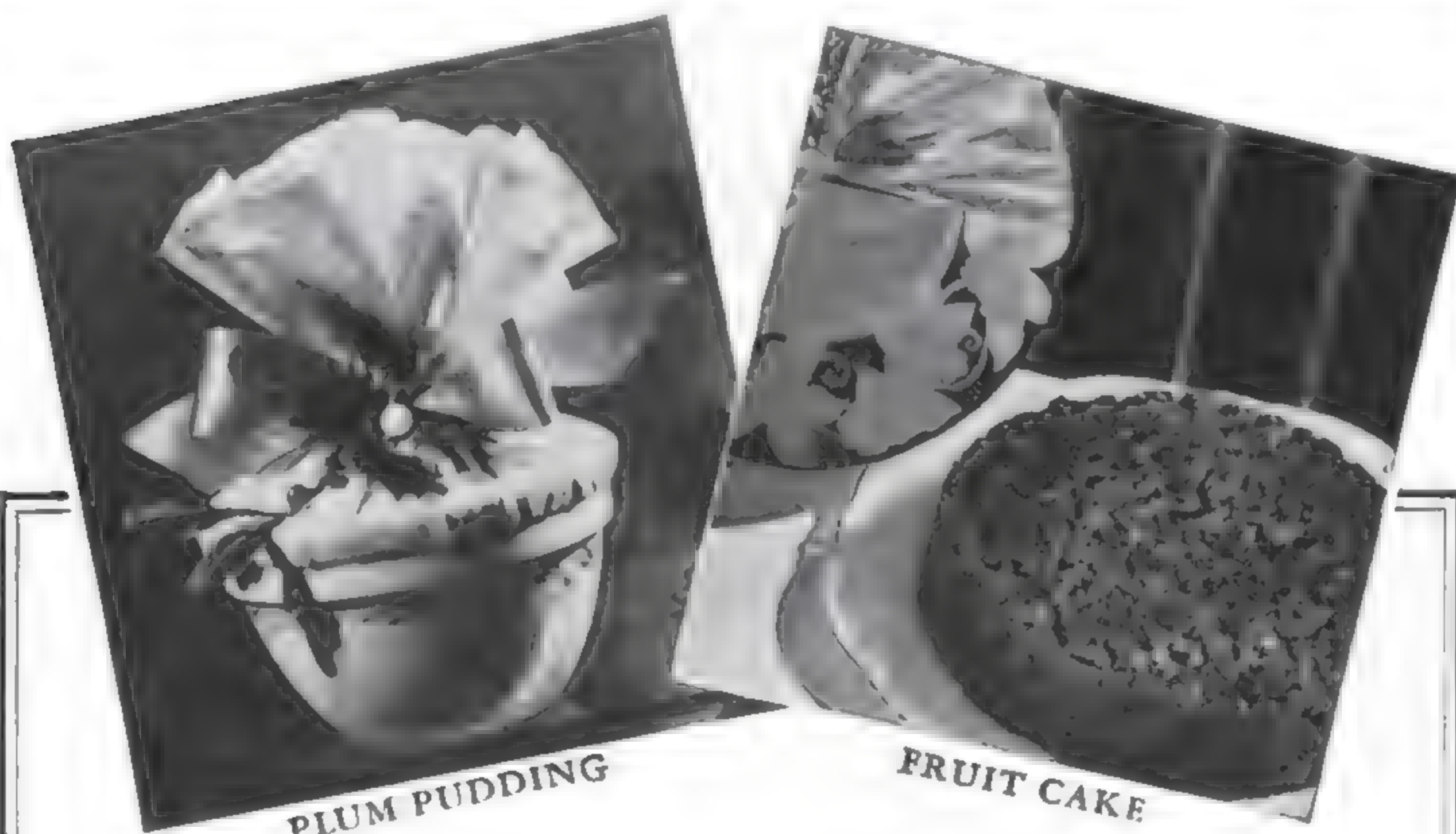


Perfect Gift. Hand-blown oval salad bowl . . . crystal tinged with wisteria. It measures approximately eight inches across and twelve in length. Perfectly beautiful filled with lettuce hearts. Complete with a Jensen salad set . . . in the Acorn design. A rare and lovely combination for \$28. May we send you our new Christmas booklet?

Exhibited throughout the United States

GEORG JENSEN

667 FIFTH AVE.  NEW YORK CITY



HOLIDAY DESSERTS

Holiday necessities...rich with spices and fine old brandy ...as royal desserts as ever ended a feast. Order some for yourself—some for holiday gifts!

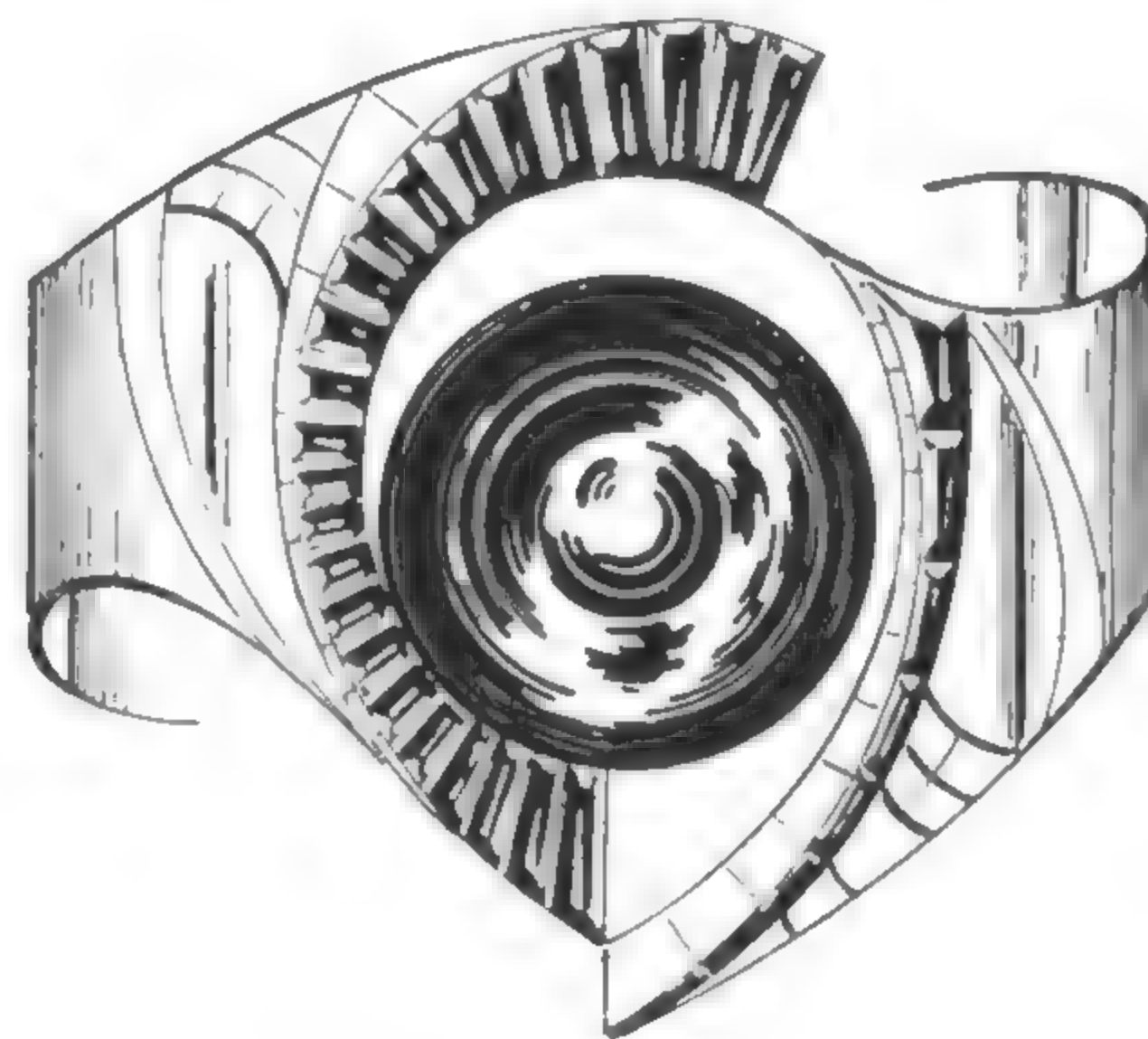
Fruit Cake. In decorated metal box. 1½ lb. \$1.50. 3 lb. \$3.

Plum Pudding. In decorated china bowl. \$1, \$1.25, \$2, \$3.

Schrafft's Chocolates and Home-Made Candies 60c to \$2 lb.

DELICIOUSLY
SCHRAFFT'S

Send mail orders to Dept. B, 558 Fifth Avenue, N. Y.



THE LITTLE SHOP of T. AZEEZ
Jewelers

586 PARK AVENUE



There is nothing which will bring you greater happiness than beautiful Sterling. For it will give you life-long pleasure and service. And Towle has so many lovely designs from which to choose. Each is different in its expression of beauty. Each is faithful to craft traditions, yet each is full of modern spirit. Select the one you like the best and let your Sterling graciously reflect your personality. You will have loveliness which will deepen with the years. Remember, too, all Towle patterns are open stock and are reasonably priced.

Towle Makers of Sterling only with craft traditions since 1690

THE TOWLE SILVERSMITHS, Dept. K-11, Newburyport, Mass.
Please send free folders on _____ patterns.
I enclose 10 cents for a copy of "How to Plan Your Wedding."
Name and Address _____



THE GOURMET'S GUIDE

RESTAURANTS—dining

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française.
Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning Vanderbilt 3-7897

THE MARGUERY—RESTAURANT FRANÇAIS
270 Park Avenue—Wickersham 2-8191
Rendezvous of the Elite of
Europe and America
Parisian Specialties Every Day
Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'
115 West 55th St.
Luncheon 50c, 60c, 75c Dinner \$1 and \$1.25
Vintage Wines
FRANCES LYNN 52 E. 52
Smart clientele, deft service, delicious food.
For "Pennywise New Yorkers"
Luncheon 50c, 65c Dinner 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street.
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to
8:30 P.M. Sunday dinner—noon to 8:30 P.M. The
most talked about dining place in New York.

CRILLON, 116 E. 48th St., justly famous for cuisine
and cellar. Prix-fixe luncheon and dinner in the
restaurant. London Buffet in the Bar before the
theatre; all you desire—one dollar. Air-conditioned.

HENRI—"A Bit of Paris in New York"
Finest food prepared in the true French manner.
Dinner from \$1.50, 5 to 10 daily, all day Sunday.
Also à la carte • 10 West 46 Street • Bryant 9-4340.

THE BLUE BOWL AT 157 EAST 48th ST.
specializes in good food served in informal and friendly
surroundings. The kind of place you return to again
and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

KENTUCKY SERVES A MEAL
Featuring real Mint Juleps
Luncheon—Dinner
Elizabeth D. Reynolds, Inc., 15 East 48th St.

GRIPSHOLM—324 East 57th Street. The Swedish
restaurant featuring Swedish hors d'oeuvres with
luncheon and dinner. Luncheon 75c, dinner \$1.25.
Cocktail hour. Air-conditioned. Eldorado 5-8176.

LA CREMAILLERE
Restaurant Française
Atop 30 West 59th Street, N. Y. City
Open Sundays at 5 P.M. Eldorado 5-9216

MIYAKO—JAPANESE CUISINE, 310 West 58th
St. Columbus 5-0577. Famous original Sukiyaki and
Tempra Cuisine. Excellent luncheon and dinner.
Open from 12 to 11 P.M.

JANET OF FRANCE—237 West 52 St., W. of
E-way. Famous for "Onion Soup", Plank Steak Dinner
\$1.50. Regular French Dinner \$1.00. Luncheon
65c. See Janet's New Surprise Bar. CO. 5-8717.

LITTLE OLD MANSION—61 E. 52 St. Unusual
Food Served in One of New York's Delightful Old
Houses. See our old world miniature garden. Lunch-
eons 50c up. Dinners 85c up. Catering. EL. 5-7868.

CAFE TROUVILLE, 112 East 52nd Street—where
you always meet your friends. Lunch, Dinner, Supper
Arthur Humby, Duke Smith and Carol Kane will
entertain after dinner. Eldorado 5-9234.

THEODORE'S RESTAURANT, 4 East 56th Street.
Plaza 3-6426. One of New York's outstanding restau-
rants under personal supervision of Theodore Tiltz.
Luncheon, Cocktails & Dinner. Closed Sat. & Sun.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller
Center. Popular rendezvous for luncheon, cocktails
and dinner. Luncheon entrees from 60c. Dinner Prix
Fixe served in sizzling skillet \$1.50, and à la carte.

GRAND CENTRAL TERMINAL RESTAURANT
and Oyster Bar. Lower Level, Grand Central Termi-
nal. For oysters at their best—nationally famous for
all sea food. Steaks and chops a specialty. Lunch
from 65c. Dinner from \$1.00, à la carte.

ROCKEFELLER PLAZA RESTAURANT—32 West
50th. Upstairs—the Plaza Room for Breakfast, Lun-
cheon (from 75c), Cocktails, Dinner (from \$1) and
Supper. Downstairs—the Old New York Room for
Luncheon (from 75c), Cocktails and Dinner (from \$1).
Both rooms are interesting, smart and informal.

24 WEST 55 ST. CAFE & RESTAURANT (Rocke-
feller Apartments—just off 5th Ave.). Smart, rest-
ful atmosphere. Excellent cuisine. Breakfast com-
binations from 25c; Luncheon from 60c; large cock-
tails from 25c; Dinner from \$1.00. Also à la carte.

GOLDEN HORN, Armenian—Turkish. Where the
connoisseur may find exquisitely prepared & classic
dishes of the Orient. Wines & liquors. Luncheon 65c.
Dinner \$1.25. 39 W. 51 St., N. Y. EL. 5-8900.

IF YOU NEED REASONS . . .

There are always a lot of stim-
uli to restaurant dining in New York
—especially at the turn of a new
season. We occasionally like to count
them off on our editorial fingers for
you, just as if you didn't know, for
example, that the first vernal breeze
of summer will lure you into explor-
ing the green coolnesses of cedar-
walled sidewalk or garden restau-
rants; or that the first look of autumn
in the sky will bring you back from
the pastoral simplicity of the country,
exchanging the virtues of a dairy
diet for a more epicurean régime.

By November you will have
left your culinary simplicity far be-
hind. You will be swept along in an
enthusiastic mass pursuit of cosmo-
politanism, for there is something gala
about November and the winter
months. Quite the best procedure we
can suggest for a New Yorker in
search of dietary happiness is to
glance over the list of restaurants
shown here.

If, however, your Present State
of Finance requires rationalization
before you succumb to the pleasures
of restaurant dining, the matter is
still very simple. After all, now is the
football season, life is gay, carefree
and collegiate—you know the mood;
it's a stimulating sort of feeling that
should be recaptured annually. Or
you might go to any one of the in-
triguing foreign places we have in-
cluded, to relieve (or revel in) nos-
talgia for your favorite European
haunts. But the best way to go out to
dine is simply to go—just because
you feel like it, just because it's No-
vember—which, anyone knows, is a
very good month.

RESTAURANTS—dining

CASTLEHOLM—Parc Vendôme, 341 W. 57th St.,
Newest Swedish restaurant. Unlimited helpings of
Smorgasbord with epicurean full-course dinner
\$1.25. Luncheon 60c. "A treat to repeat". CI. 7-0873.

CAFE LOUIS XIV., 15 West 49th. Rockefeller Center.
New York's distinguished restaurant. Lunch,
cocktails, dinner and after the theatre supper.
A la carte. Concert ensemble.

THE GOTHAM
Fifth Avenue at 55th Street
For luncheon, cocktail hour, dinner, and supper, you
will find complete satisfaction of your tastes in one
of the Gotham's three famous rooms . . . When oc-
casion calls for a setting of unusual charm—the
Renaissance Room . . . When you prefer an intimate
atmosphere—the quaint Alpine Grill. "Switzerland
on the Avenue". For the cocktail hour—the Gold Room
Cocktail Lounge, favored by smart New Yorkers.

TESSIE'S OLD VIENNA—133 E. 54 St. (formerly
167 E. 56). Austrian home cooking. Inimitable Wiener
Schnitzel & Backhuhn. Original Old Vienna Peach
Bowl. Luncheon 65c up. Dinner \$1.35 up. Bar.

CAFE CONTINENTAL, 10 EAST 52nd STREET
Cuisine Continental. Liquors and vintage wines.
Luncheon \$1.00. Dinner \$2.00. Music by Adler &
Taubman. Comfortably air-conditioned. EL. 5-9144

LE POISSONNIER (The Fisherman), 121 E. 52nd
Street. Famous French Sea Food Restaurant. Lunch
\$1.25. Admiral's Sea Food Dinner \$2.00. Finest
French cuisine. Entertainment after 10 P.M.

RESTAURANTS—with dancing

CRYSTAL GARDEN—RITZ CARLTON HOTEL
10th Street and Madison Avenue, New York
This new rendezvous is more attractive than ever
with its flattering lighting effects. Dinner and sup-
per dancing. Rudolf Friml, Jr.'s Orchestra & Ralph
Hotgers' tango-rumba band. Holland & Hart, danc-
ers. Ritz cuisine à la carte. Cover after 10 P.M.
\$1.50. Dress. Reservations: Charles, PL. 3-4600.

LE COQ ROUGE—65 E. 56th St. Internationally fa-
mous cuisine. Continental atmosphere. Luncheon.
Dinner & after theatre. Dancing. George Sterney's
Orchestra and "Le Coq Rouge Trio." Res. PL. 3-8887.

EL CHICO, 80 Grove St., Greenwich Village.
Dine and Dance in the atmosphere of Old Spain.
Spanish Revue. Open 6 P.M. to 2:30 A.M. in-
cluding Sunday. Dinner \$1.50 and \$2.00. Cover
after 9:30 P.M. 50c. Saturday \$1.00. Air-Condi-
tioned. Chelsea 2-4645. Listen NBC every week.

DIMITRI'S CLUB GAUCHO—245 Sullivan St. Rom-
antic Latin Atmosphere—Typical Argentine Food
and Entertainment—Famous Gaucho Orchestra. Open
from 5 P.M. till 4 A.M. STuy. 9-8836.

LARUE—45 East 58 Street. Vol. 5-6374. New York's
smart rendezvous for cocktails, dinner and supper—
Eddie Davis' orchestra alternating with Joseph
Smith's orchestra . . . featuring Betty Bryant.

ST. MORITZ-ON-THE-PARK, 50 Central Park S.
the new Restaurant de la Paix, and Around the
World Bar, adjoining the famous Café de la Paix.
Continental atmosphere. Dinner and Supper Danc-
ing. Home of America's only Rumpelmayer's.

NIGHT CLUB

LEON & EDDIE'S—33 West 52—Completely re-
designed into a gorgeous tropical fantasy. Every-
thing new but the old spirit. Fun begins at cocktail
time and never stops. Rain-cooled • air-cooled.

LOUNGE BARS

RITZ BARS are especially pleasant during and after
football games—news ticker and radio give you
scores and play by play. Women's Bar for women
alone or with escorts. Men's Bar for their exclusive
use. The charges for drinks which reflect the reason-
able food prices and room rates are the same in the
bars as in the clublike Oak Room Grill and the Oval
Room. Martinis 35c. Manhattans 40c. Scotch & Soda
45c. Ritz-Carlton Hotel, Madison & 40th, N. Y.

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gour-
mets. So. Huntington, L. I. Cuisine Française—Fire-
place. Wines & Liquors. Open all year. 34 miles from
N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

LEO GERARD'S, Jericho Turnpike, S. Huntington.
on Rt. 25, formerly C. S. Harbor. Woodland setting.
Specializing in Shore Dinners—Devilled Crab. Old
Pine Taproom. Cozy fireplaces. Huntington 659

NEW JERSEY

KUNGSHOLM, West Orange, Mt. Pleasant Avenue.
Deluxe Dinner with its famous Swedish Smorgasbord
(Hors d'Oeuvres). Dinner music and dancing night-
ly. Wines and liquors. Lounge bar. Orange 4-9786

CONNECTICUT

BEACON HOUSE, Easton, Rt. 57 from Westport to
Rt. 58 cross on 106. Luncheon—Tea—Dinner. Unsur-
passed food. Specialties—Chicken, Steak, Lobster. Open
12 noon—8 P.M. Closed Mondays. Open until Dec. 1st.

WHITE TURKEY INN—Open all year 3 mi. north
of Danbury, Conn. on Route 7. A typical New England
inn of the 1760 period, where old fashioned hospitali-
ty still prevails. Interesting brochure on request.

WASHINGTON

HARVEY'S FAMOUS RESTAURANT—1107 Con-
necticut Avenue. Famous for notable dinners and dis-
tinguished diners since 1858. Your Washington visit
should include this far-famed epicurean rendezvous
in the Nation's Capital.



HIGHER HIGHBALLS AT LOWER COST



For good looks, good taste and
good manners, there's no topping
the new SPARKLET SYPHON.

Still, the elegance of its exte-
rior belies the economy of its
ways. The SPARKLET SYPHON
makes its own soda at about 8¢
a quart. You get a lively bub-
bling soda, too, that compliments
and complements the grandest
of whiskies.

Get the SPARKLET SYPHON—in
chromium, copper or one of three
handsome color combinations—
at any drug, department or house-
ware store and most of the good
specialty and gift shops.

New Streamline Syphon with 5
refills: Enamel finish \$5.95; Chro-
mium or Copper finish \$6.95.
Refills for charging the syphon:
5 for 45¢, 10 for 85¢, 25 for \$1.95.

WHEN IN NEW YORK visit the
"RIVIERA" OF AMERICA
Ben Marden's
RIVIERA
JUST ACROSS THE GEORGE WASHINGTON BRIDGE

CASTLEHOLM
NEWEST SWEDISH RESTAURANT
Bountiful dinner (wide choice of interna-
tional and American dishes) with famous Smor-
gasbord (hors d'oeuvres), \$1.25. Luncheon
60c. Music. Charming atmosphere. Cock-
tail lounge, bar. Circle 7-0873.
PARC VENDÔME—344 W. 57th St.

THE MOST TALKED ABOUT SHOW
DINNER \$1.25-\$1.75
Featuring
REVUE 8:45
11:45-2:15
Montmartre
Boys
Mary Lane
JOE CAPELLO ORCHESTRA
Jimmy Kelly's
181 Sullivan St. AL-1414
The Montmartre
of New York

The
**SPARKLET
SYPHON**
"Highlight of gifts for 1937!"

Home..to the *pause that refreshes*



Thirst goes where you go...but always somewhere near you is the familiar red cooler with frosty bottles of ice-cold Coca-Cola inviting you to pause there and be refreshed.

Drink
Coca-Cola
Delicious and
Refreshing

with ice-cold Coca-Cola

When you shop you get something you don't bargain for. You get tired...and thirsty. So it's a thrill to find *the pause that refreshes* at home...with ice-cold Coca-Cola right from your own refrigerator.



When friends drop in, ice-cold Coca-Cola is always so refreshing...and so easy to serve, too. Everybody welcomes its life and sparkle.

THE CONDÉ NAST PUBLICATIONS, INC., CONDÉ NAST, PRESIDENT/FRANCIS L. WURZBURG, VICE-PRESIDENT/W. E. BECKERLE, TREASURER/M. E. MOORE, SECRETARY/FRANK F. SOULE, BUSINESS MANAGER/PRINTED IN THE U. S. A. BY THE CONDÉ NAST PRESS/TITLE VOGUE REGISTERED IN THE U. S. PATENT OFFICE, EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN./EDITORIAL OFFICES: GRAYBAR BUILDING, 420 LEXINGTON AVE., NEW YORK, N. Y.—CABLE ADDRESS: VONORK, NEW YORK. VOGUE FOREIGN ADDRESSES: LONDON, 1 NEW BOND STREET, LONDON W.1.—CABLE ADDRESS, VOLON; PARIS, 65-67 AVENUE DES CHAMPS-ÉLYSÉES—CABLE ADDRESS, VOPAR. SUBSCRIPTIONS FOR THE UNITED STATES, COLONIES, AND MEXICO, \$5 A YEAR IN ADVANCE. SINGLE COPIES, 35 CENTS. FOR OTHER COUNTRIES, SUBSCRIPTION PRICES WILL BE FURNISHED ON REQUEST. ADDRESS ALL CORRESPONDENCE TO VOGUE, GREENWICH, CONN. CHANGE OF ADDRESS—FOUR WEEKS' NOTICE IS REQUIRED FOR A CHANGE OF ADDRESS OR FOR A NEW SUBSCRIPTION. IN ORDERING A CHANGE, PLEASE GIVE BOTH THE NEW ADDRESS AND THE OLD ADDRESS EXACTLY AS IT APPEARED ON THE WRAPPER OF THE LAST COPY RECEIVED. COPY-RIGHT THE ENTIRE CONTENTS OF VOGUE TEXT AND ILLUSTRATIONS ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND ALL COUNTRIES SIGNATORY TO THE BERNE CONVENTION AND MUST NOT BE REPRODUCED WITHOUT PERMISSION.



For the cover of this issue devoted, in large measure, to the subject of vanity—Eric has caught a lovely lady in one of the supreme manifestations of vanity: a lady trying out a new effect in front of her mirror, than which no human experiment is more fraught with exciting possibilities. We believe in vanity: we believe, too, that beauty is largely compounded of experimentation with new things—in life, in looks. As for the new things—they're all through this issue

VOGUE

incorporating
VANITY FAIR

COPYRIGHT 1937 THE CONDÉ NAST PUBLICATIONS, INC.

is Published Twice a Month

November 1, 1937

Vogue covers the town, 60-63

Vogue's-eye view of mathematics, 69

Hair-raising news, 70-75

Six P.M.—Shining hour, 76-77

Hawaiian croon, 78-79

Blonde and brunette, 80-81

Capes of cloqué wool and velvet, 82-83

Gems of jackets, 84-85

Stovepipe, slit brim, spire, 86-87

Comely and nimble, 88-89

Vogue's spot-light, 90

The youngsters of "Dead End," 91

Lamb, llama, opossum, 92-93

Prima ballerina, 94-95

Seven steps to stardom, 96-97

Paulette Goddard, 98

Louise de Vilmorin, 99

Country fair, 100-101

World's Fair, 102-103

Up-swing, 104-105

Brown and black, 106-107

Vogue's finds, 108-111

Minimum cover charge, 112-113

Light rooms that stay light, 114-115

Plums for the poor, 116-117

Eyes on torsos, 118-119

She's having her second baby, 120-121

A saving account of beauty, 122

Discoveries in beauty, 124-130

Vogue's travelog, 46

The dog mode, 48-51

School directory, 53-55

Vogue's address-book, 56-57

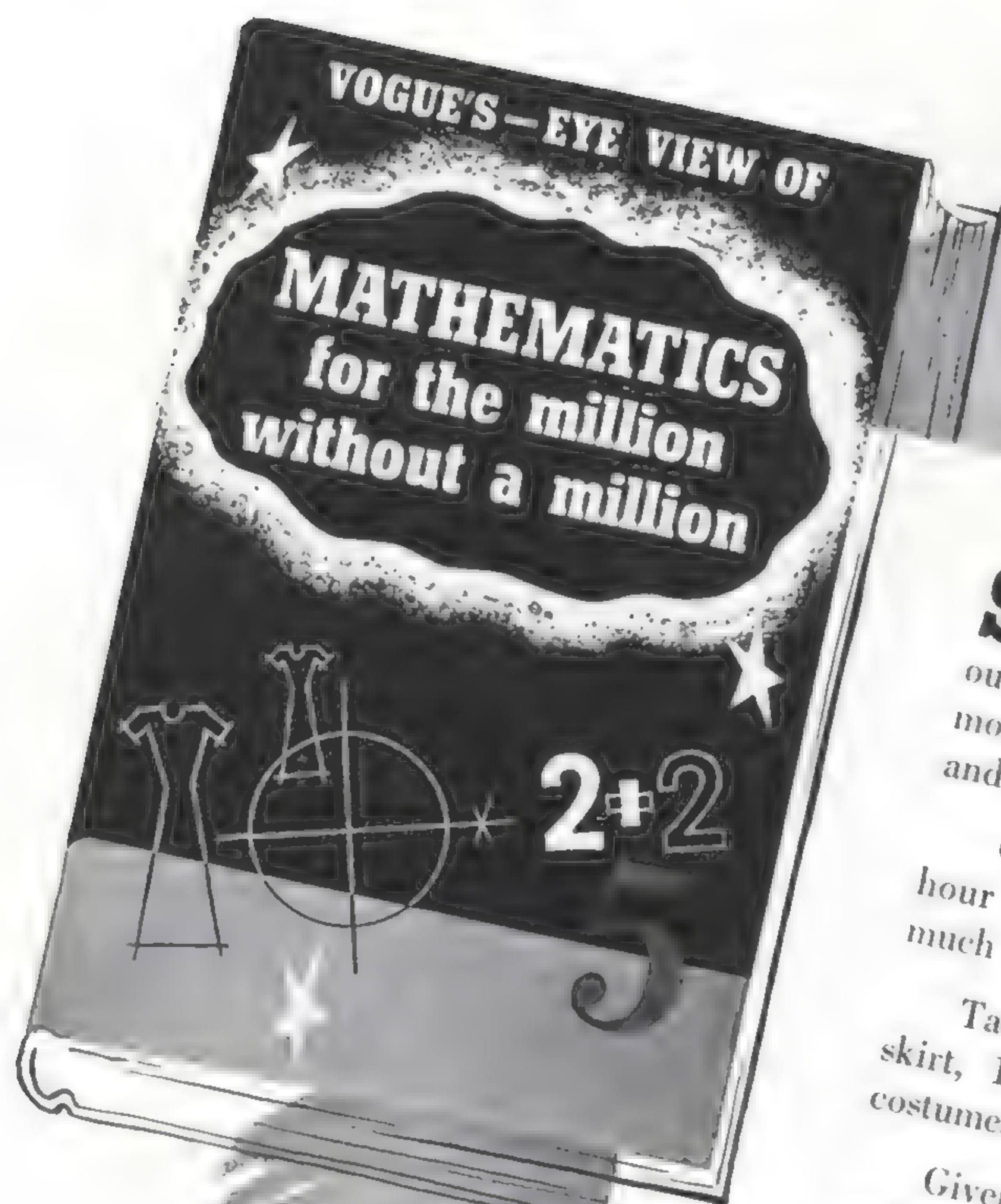
The shops of Vogue, 58-63

Gourmet's guide, 65

There are three Vogues—American, French, and British
Elizabeth Penrose—Editor of British Vogue
Michel de Brunhoff—Editor of French Vogue
Edna Woolman Chase—Editor-in-Chief of the three Vogues



FLEURS DE ROCAILLE PARFUM DE CARON
THE MOST DELIGHTFUL PERFUME FOR 1937



SPURRED on by that current best seller, we give you below our own mathematics for the million—without a million. That $2 + 2$ can equal 5, when it comes to money spent on clothes, is one of our favourite hypotheses, and throughout this issue you'll find proofs of this theorem.

One black fox or skunk jacket that gives you 16-hour service (8 hours day, plus 8 hours night) costs $1\frac{1}{2}$ as much as 2 fur jackets that give you 8-hour service each.

Take 1 of those new tube jumpers, add 1 short day skirt, 1 long dinner-skirt, and you have 2 complete costumes—day and dinner. The sum of 3 halves = 2 wholes.

Given 1 black evening dress, here's a way to make it equal 3: add 1 red sarong sash, or 1 wide sequin girdle, or 1 purple suede bolero. Wear the suede bolero by day, too.

Total the jewels taken from 5 old rings, 1 old bracelet, and 2 or 3 old pins and put them into 1 electrifying clip, and you get 10 times the glitter that you had formerly.

A \$50 dress reduced to \$25 doesn't save you 50% if the fashion is dying, and you wear it only 50% as long.

A good denominator on which to build a winter wardrobe is: b (black) + b (brown). The formula, with innumerable corollaries, is worked out on pages 106-107.

One old seal coat can = 1 fur pill-box, 2 short fur mittens, and a smart semi-lining to a rust wool winter coat.

If \$275 is your limit, see how we stretch it on pages 103-111. If your sum is nearer to zero, see the Plums for the Poor on pages 116-117, and the Designs for Dressmaking on pages 113-119, especially that 2-in-1 evening dress.

Finally, memorize this—all you with small fractions of money: $3\frac{1}{4}$ taste + $\frac{1}{4}$ money equals more than $1\frac{1}{4}$ taste + $3\frac{1}{4}$ money. When cash is lowered to the n th power, brains, taste, and time must be raised in inverse ratio.



RBW

hair-raising news

How to put your hair up and still wear your hat

“**W**HAT am I going to do with my hair?” You ask it every year, but, this year, it seems crucial. A reaction, slow but sure, has set in against all the long manes which America, almost to a woman, has pilfered from the screen. Leave them to the very young (and even the wise young will not go to such great lengths as heretofore), and if you want a coiffure that is new and exciting, brush your hair up.

Both in Paris and New York, the pioneers are trying hair-raising escapes. At the opening of “Bagatelle” and “Boeuf sur le Toit,” several women raised their hair to new heights. Comtesse de La Moussaye, Madame Max Laubeuf, and Comtesse de Solages were among those with the napes of the neck bare, their heads sleek and small. In New York, one of the first to sweep her hair up is Miss Louise Iselin—her lovely natural hair-line clear, her hair brushed up, ending in soft curls on top. Ina Claire has had her hair snipped quite short all over; the back is turned up flat against her head; the sides swoop high to show her ears; the top ends in soft curls. Mrs. Ottavio Prochet’s dark hair, parted in the centre, is brushed straight up in back; Mrs. Van Devanter Crisp and the Countess Edith di Zoppola both brush theirs up; and Mrs. John C. Wilson (the Princess Paley)—though she wears her hair long in back—sweeps the sides up terrifically high, giving an utterly new look.

Frankly, you may find this new brushing up a little hard at first. It has been so long since we have seen the backs of women’s necks that the first upward sweep gives you a start. But the second sweep gives you confidence. And once you’ve decided to make the change, three things will concern you. How to make it becoming. How to make it stay up. And how to wear your hat on top of it.

The most extreme, the most daring of all the brushed-up arrangements is this—but attempt it only if you have a good hair-line. Brush your hair up clean as a whistle all around; brush up the front, sides, and back; and curb the top hair into big cinnamon-bun curls or have it shaped in loose flat coils. Your hair must be cut expertly, of course, and here’s where your former long hair comes in handy—for back and side hair must be longish to execute this arrangement. You see it beautifully done in two ways on the facing page—frankly extreme, ideal for evening, a setting for a flight of fancy in headgear.

And here are variations of this theme to choose from—The swirl in back that goes up to one side is a good one to try if you don’t want hair swooped straight up. Mrs. Byron Foy swirls her (Continued on page 148)

- Guillaume, of Elizabeth Arden, brushes the blond hair (opposite page) up all around, fastens it with his ingenious combs, and adds a topaz sequin star
- A Talbot pailletted feather-and-veil (Saks-Fifth Avenue) shoots across the front of the brunette beauty’s hair, sleek in back with little curls descending behind the ears



*Practical solution Hair cut
quite short in back, turned
up against the head
Forward movement side and front*



A SCHIAPARELLI HAT RIDES THIS HIGH-SWEPT HAIR BY DAY

Antonio, the hair-dresser who is creating such a furore in Paris, combs the hair for this coiffure with a slight pompadour (see opposite page); brings it up from the sides to a semicircle of big, soft curls, and brushes the short back hair, to form a band. The Schiaparelli hat frames the hair by day; the diamond-and-ruby flower (Van Cleef) is enchantment by night. Suit and dress by Schiaparelli. Serge Roche mirror clock

HORST



A JEWELLED FLOWER ADORNS THIS COIFFURE BY NIGHT (SHOWN OPPOSITE WITH HAT)



*Swirled in the back, ending
in large soft curls at the side.
Kind to your hair-line.
Good under high hats*



*Pompadour front. Side-swept back.
Sketched coiffures on both pages
by American Hair Design Institute*

Three stages of the brushed-up coiffure—seen in a triple mirror—to show you the length of the hair, the finished coiffure, and how it looks under a hat. Charles of the Ritz

Centre—the finished coiffure; hair swept up and ending in soft, flat curls. Vionnet satin dress. Mirror; Cole Gallery. Jewels on both pages by Trabert and Hoeffler-Mauboussin

In the lower photograph, you see how perfectly this high-brushed hair, arranged flat on the top, will go under a hat, without disturbing a single curl. Hat by John-Frederics





Another triple view of a single head of hair—completely undone; coiffed for evening; and the same hair-do beneath a hat. Coiffure by Emile of Fifty-Sixth Street

The back of this hair is turned straight up against the head, but doesn't go zooming to great heights. Dress by Charles James. (Dresses on both pages from Falkenstein)

A tall Talbot hat (right) fits smoothly over this hair, which has been cut just short enough to permit brushing up in back without interference with the line of the hat





STEICHEN

A glowing dress of emerald-green lamé, two-piece, delicately threaded with gold. Jewelled buttons climb up the jacket; emerald lamé makes the twisted turban. Dress: Lord and Taylor; Marshall Field. Jewels on both pages from Trabert and Hoeffler-Mauboussin



SIX P.M.-SHINING HOUR

Shining, street-length dresses to wear from six p.m. on: A flashing jacket of red-and-gold lamé over a black wool skirt; black velvet hat with dark red flowers. Jewelled clip brooch. Dress: Bonwit Teller; Neiman-Marcus; I. Magnin, California. Hat: Bonwit Teller

HAWAIIAN CROON

HAWAII is music—it is impossible to go anywhere in the island without hearing music. Some people complain that they can not ride even in a street-car or sit on the beach without hearing at least one ukulele (pronounced *oo-koo-leh-le*), but, to most visitors, it all comes under that umbrella classification—atmosphere. That music, however, is divided into two sections—the ballyhoo of the side-show and the music that has both æsthetic and historical significance. For Hawaii to-day is caught with a problem—a problem that has overtaken other native music in its time. Can the authentic properties of Hawaiian music, with all its traditions, be saved, or shall the islanders give in, helplessly, to jazz and modernism? They ask themselves whether the standards of Occidental composition shall be settled down on an Oriental population, with the classics of the West taking precedence over the naïvely simple native music. And finally, they wonder whether the motto will be, “It’s beautiful because it’s real.”

One of the exponents of the school that wants to keep the Hawaiian music and dancing purely native is George Mossman, whose Lalani Hawaiian Village reveals the old-time Hawaii. There, his daughter, Pualani, whose picture is on the opposite page, dances the hula, according to her father’s rules. He insists upon the family’s speaking the Hawaiian language, in spite of their percentage of white blood, and puts on native feasts, the *luau* (which is pig roasted in the ground and trimmed with exotic foods). A *luau*, by the way, has a definite ritual of food, sound, and action. At those feasts, Pualani frequently dances, showing the old religious forms, using the gourd rattles, with their brilliant feathers, to add colour to the green ti-leaves which form her skirt. (Shredded wheat is merely a delusion of the night-clubs.) Flower leis, of course, decorate her calm brow, her dark throat, and perhaps her slim wrists and ankles. When she dances, it is clear that the hula is not a hoochie-coochie or a *danse du ventre*, but an exciting mixture of symbolism and pure beauty.

No one has to know the meaning of every little movement to enjoy watching a good hula dancer like Pualani. The Hawaiians, incidentally, never say hula-hula. But to understand the hula, some knowledge of the traditional pantomime is as helpful as the rule book to a football spectator.

This complicated synchronization of active arms, hips, and feet is far more than an abstract technique of rhythmic motion—even though its technical difficulties are enormous. It is all tied up in some way with primitive Nature-worship—that background and motivation of all Hawaiian life. Even the basic rotary motion of the hips, so frequently misinterpreted and, what is more, so easily sensualized for the pornophiles, is just Nature itself.

Every true hula tells a story, and those stories were originally about the Hawaiian heroes, their kings and their gods. In this pantomime language, for instance, royalty is easily suggested by no more than the right hand placed below the chin, with the left hand supporting it. That pose represents dignity on the throne. Cupping and opening the hands indicates opening flowers, particularly if the hands are close to the body. If the hands are undulating from above the head, then rainfall is meant. If the tips of the fingers are placed together in the shape of a roof, it is obviously a house, a shack, or a palace. Holding the palms together, with a swaying motion, really does look a bit like a fish.

When modern popular songs are used for the hula, this traditional technique is adapted and modified. In a few moments, any good hula dancer can work out a routine—in fact, she will interpret almost anything that can be verbally expressed. One absolute rule of the hula, however, is that the knees of the dancer must always remain bent—never straightened. She must always maintain a fixed smile of innocence, fairly angelic. Not every dancer can keep all these rules. But beside Pualani, there is Kahala, who (Continued on page 135)

The tune detective traces some
Hawaiian melodies

By Sigmund Spaeth

PUALANI, sinuous, dark, and beautiful, dances the hula magnificently. Out at her father’s Lalani Hawaiian Village in Honolulu, she follows his rules of dance ritual—knees always bent, white smile fixed as though it were pinned on, rattling her gourds, shaking the jasmine on her broad brown brow, swinging the jumping green of her skirt, of bright green ti-leaves





If you are a blonde, try these revolutionary make-up ideas proposed by Bérard, the artist, for your face by night. Pale flesh powder; a touch of wan lavender on your cheekbones; violet-blue lids; deep blue lashes; and a pink mouth

Bérard suggests new

If you are a brunette, Bérard suggests this dramatic theme of pearl-like skin; brown sun-tan rouge; lids green with powdered shadow; dark lashes; pomegranate lips. (We will send the names of these cosmetics if you write us)



schemes for make-up

Lanvin's
mummy cape of cloqué wool;
under it, a chiffon dress;
under the dress - silk tights



Schiaparelli's
sweeping cape of black velvet,
with hair-ribbon bows of moiré,
and a yoke of padded embroidery.
(Imported by
Bloomingdale)



Biran

1



2



3



NELSON



GEMS OF JACKETS

1. Shiny as sheet-metal, this brocaded evening jacket, in fuchsia, red, and green plaid. It's front-fastened and short-waisted over a sheath evening dress of green jersey; Jonai

2. Baby bolero of pink velvet, worked as finely as needle-point, with beads in robin's-egg blue, silver, gold. It hides only a bit of the robin's-egg blue crêpe dress. Henri Bendel

3. Schiaparelli's brown velvet evening jacket with saddle-bag pockets, crusted with gold braid and red glass grapes. Beneath it, a rust crêpe dress. Bonwit Teller, Salon de Couture

4. Schiaparelli's spectacular blue tweed jacket, gold-embroidered like a coat of mail on façade and cuffs. Wear it as a wrap on mild nights, as a dinner-jacket on cold ones. Henri Bendel

5. Turquoise-and-silver lamé bolero, Talon-fastened, spaced with square emerald beads. A belt to match clasps the turquoise crêpe dress. Bonwit Teller; I. Magnin, California



AGNÈS still believes in the high hat—witness this stovepipe toque that might have been lifted bodily from an Egyptian frieze. Made all in one piece, of turquoise-blue antelope, it has two ends crossing in back and tying in a top-lofty bow at the side (Jay-Thorpe). Worn with it, Creed's black corselet suit

Stovepipe,



slit brim, spire

SUZY'S insurgent black felt hat, left, its high brim slit in front, bridged with three leather wings. Creed suit. TALBOT'S tall Persian toque of black felt has a towering black felt feather, a black veil masking one side of your face (Saks-Fifth Avenue, New York, Chicago). Creed's black-and-white tweed suit, banded in black



DOROTHY MCGEE: HAILED CORDIALLY BY ALL PASSING CRAFT



KATHARINE BARKER: MAIDSTONE'S TENNIS RUNNER-UP

NELSON



FRANCES POST: ROUNDING THE TRACK WITH TROTTER AND SULKY

COMELY AND NIMBLE

NOT merely ornamental, these pretty girls manage sails and polo mallets, horses, golf-clubs, rackets, and gliders. Five of them belong mainly to Long Island, five of them are Fermata alumnae. All of them are attractive and agile. In the centre, with her trotter, is Frances Post, ash-blond and reserved, who switched from polo to racing her family's trotters. Up at the top is freckled, hearty Dorothy McGee, known as "Dotchi," who sails at Seawanhaka, and last year finished first at Larchmont Race Week.

Looking like a *poupée* in her baby-blue shorts, Katharine Barker, whose voice is low and throaty, her stroke hard and slashing, twice has won the Maidstone Labor Day Tournament. The two on the fence are the beautiful Stevenson sisters. While at Fermata, incidentally, they were whips in green coats; now the Aiken winter drag-hunt is their sport. Although their giggles are identical, Margaret's face is heart-shaped, sophisticated; Phyllis looks more foreign.

The girl with the mallet is red-haired Judy Balding, who came out in London and hunts whenever she can. Her three brothers, Gerald, Ivor, and Barney, all famous in polo, coached her for the Freebooter team, which took all the games recently from the California girls.

When Richard du Pont this year won the soaring championship, his blond young wife made the women's soaring endurance record, keeping aloft some six hours. Down at the right is Grace Amory, who travels from Palm Beach to New York and Scotland. A distinguished golfer and winner of the club championship at the Women's Golf and Tennis Club, she is also good at grouse shooting. All of this proves, perhaps, that comeliness is really next to nimbleness.

NELSON

MARGARET STEVENSON AND HER SISTER, PHYLLIS: ON THE FENCE

JUDY BALDING: FEEDING AN APPLE TO HER HORSE BETWEEN CHUKKERS

WIDE WORLD

MRS. RICHARD DU PONT: MAKING A LANDING WITH HER GLIDER

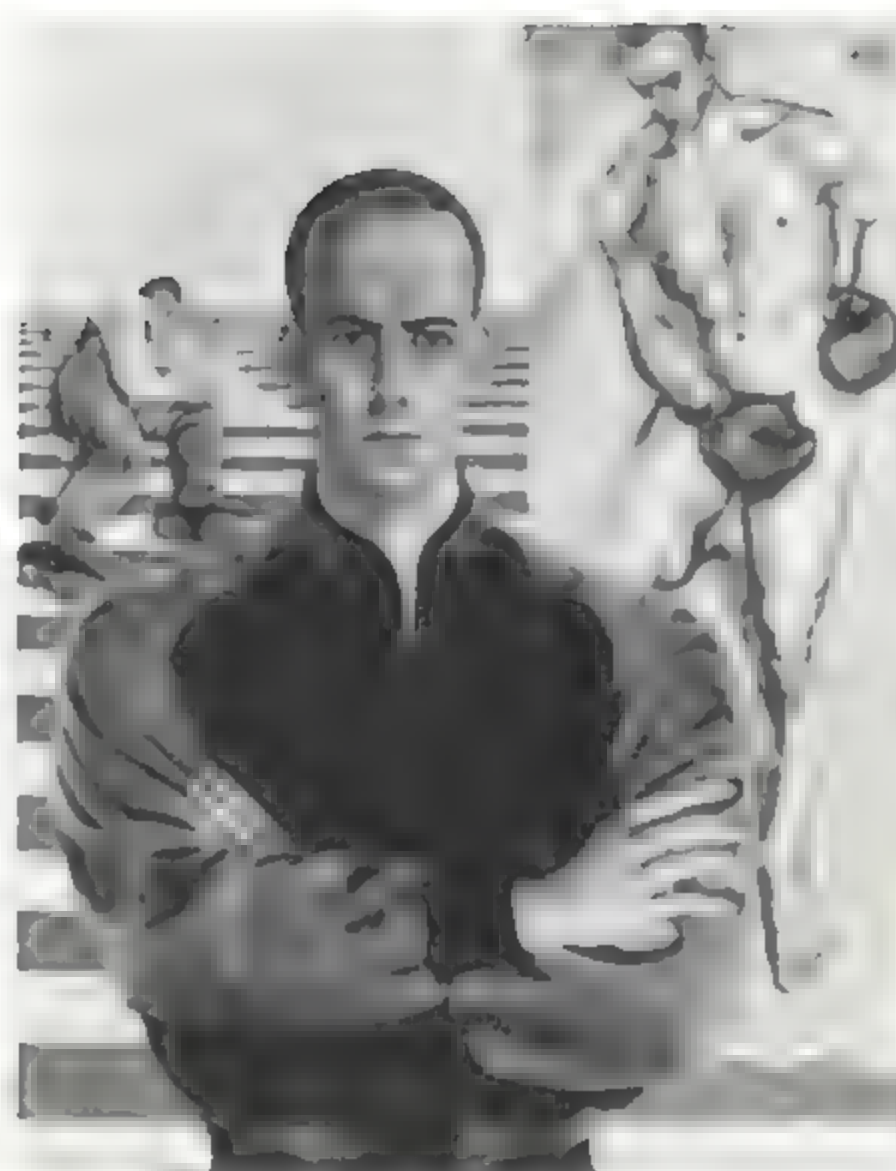
ACME

GRACE AMORY: PRACTISING FOR THE WOMEN'S NATIONAL

VOGUE'S SPOTLIGHT



DÉCOR FROM THE SALZBURG OPERA IN NEW YORK



IN THE TCHELITCHEW EXHIBITION

By Allene Talmey

WITH a zing the carousel is off again. The whole works are going full tilt. The Lunts are opening in "Amphitryon 38." Howard Dietz and Arthur Schwartz have Evelyn Laye and Jack Buchanan in "Between the Devil"; George S. Kaufman and Moss Hart have just opened with their little beauty, "I'd Rather Be Right." By now, these and plenty of other plays have pulled up their curtains.

Of those that had opened when this was written, none was completely successful, only one was really miserable, and the rest fluff floating uneasily on the stage. If any one tells you that "George and Margaret," which had an enormous reputation before it arrived in New York, is the English version of "You Can't Take It with You," don't believe him. Where the latter is an exercise in tolerance, a series of cameo situations, finely cut and beautifully written, "George and Margaret" is a vacant expanse, which occasionally is funny. It really should be nonsense, but it is just the absence of sense. The old difference between American and British light-comedy writers has never been more accurately shown.

Here Gerald Savory, who wrote it, tries to charm. He takes nothing, whips it into a froth of nothing, and tops it off with the shell of a cherry, serving it so deftly that you are almost persuaded that there is something on the empty plate. But no matter how cleverly he does it, it always leaves you hungry. Here, the tidbit is about a family of five: an absent-minded father; a flutterbudget mother; two brothers—one, a Boy Scout master; the other, a cambric-tea Noel Coward, full of manner and patter—and a daughter who is all bicker. Somehow the family is pretty unattractive; even Irene Browne, who did an astonishing job of fine acting last season in "Promise." These are good dull people, who should have been divinely moonstruck.

Oddly enough, "French without Tears" is really just another vacancy on the same British block, but here the characters are charming, their chatter is amusing, their accents delightful. Penelope Dudley Ward has a bright soft allure; Frank Lawton, Guy Middleton, Marcel Vallée, and Cyril Raymond have a quick sense of comic pace. They have all turned this flash of an idea about some people in a tutoring school in the South of France into flickering comedy,

sometimes dull and sometimes brilliantly lit. There is nothing really to describe. It is a fragrance, a whiff of personalities exhibiting themselves adroitly.

The best, of course (at writing time), was "The Star-Wagon," in which Maxwell Anderson relaxed after his great poetic melodramas. This is a simple play that is practically all in remembrance of things past. In delicate strokes, full of a wistful humour, he sets forth the tale of an inventor, with a big moustache and a softy disposition, who never can remember, as old as he is, that, in making millions for others, he might make more for himself than twenty-seven-fifty a week. It is the story of his wife and his best friend, with no triangle at all; of the invention of the automobile with a whip in the right side in case a horse is suddenly needed; of girls in bloomers; of choir singing; and of pumping the bellows in the old church organ.

It is finally about the invention of a star-wagon, which looks like a safe, but has the invaluable knack of taking one back in time and space to a particular day and a particular past year. There one has the chance of profiting by hindsight. There one learns comfortingly that it makes no difference which way you go, that you are better off taking the road you did. Unfortunately, Anderson puts in a little morality play into one scene, muddles his characters. But with all that, he has a thoughtful, wise play, filling the mind with images of other days, and all played most of the time superbly by Burgess Meredith, Lillian Gish, Mildred Natwick, and that usually underrated actor, Russell Collins.

For some reason, two producers brought back two stars who have gained most of their fame in the movies. In "Blow Ye Winds," Henry Fonda exhibited a sure likableness that had nothing to do with acting. Paired with Doris Dalton, who had the extremely difficult assignment of being a brilliant psychiatrist, he was a sulky boy, with his major charm a sailing-boat that got stuck on a sandspit. Although there were a few good lines, the whole business had the futility of watching a paper-bag burst.

But even so, it was far better than the bedraggled confetti of "The Lady Has a Heart," through which Elissa Landi suffered. A miserable bit of Hungarian, it had Vincent Price, (Continued on page 137)



ANTON BRUEHL

THE YOUNGSTERS OF "DEAD END"

Almost two years ago, when these boys, distinguished and belligerent, stole away the stage production of "Dead End," the magazine *Vanity Fair*, before its incorporation with *Vogue*, published this photograph. Now, two years later, in the movie, the same boys, in the same parts, are the same butts of a sociological research. Ranging from twelve to seventeen, they are still given to chess and small jokes



Pastel coats are the newest preoccupation of Paris. Max's greatcoat of Indian lamb is dyed string colour; three small pleats falling from the shoulders divide the flowing back into panels. Talbot's stove-pipe of brown felt draped with a band of brown lamb

Hermès, a partisan of reddish beige guanaco—the official term for wild llama—uses it here for a full, warm, fuzzy coat, slightly fitted at the waistline and with a collar that comes almost to the tip of your nose. Talbot's eye-eclipsing felt beret, with a quill



Lamb, llama, opossum

One of the most attractive inexpensive coats in Paris is this—Revillon's coat of opossum dyed very dark slate and frosted with white hairs. Navy-blue leather, hand-stitched in white, makes the military collar and cuffs. Agnès crêpe toque with a fur tail



CAPTION ON FACING PAGE

Rest at the ballet school, - by Pierre Dubreuil

Prima Ballerina

*a study of her life
front and back-stage*

THE Russian Ballet has just returned to America for another season. Ballet-omaniacs flit once more through the foyers of the country's opera-houses, even through hockey arenas, tense with culture, shrill with opinion. No pastime this; it becomes almost as serious as sport. The gallery fans are pressed together like caviar: as the curtain falls they yowl their plaudits and clatter out, to surge around the stage door, awaiting their divinities. Some hurry homewards to hold all-night post-mortems on this *fouettée* or that. Some join that eclectic band of influential personages who nightly trail their grandeur through the pass-door, onto the dusty, deserted stage, peeping behind the scenes, sniffing the grease-paint like old war-horses.

Back-stage all is different. Visitors see the locomotion of the female dancers—that flat-footed waddle seldom seen outside of a duck-farm; the sanctimonious flaunting of the musculature by the male dancers; the deep breathing engaged in by both, through the teeth; the prima ballerina as she makes the sign of the cross at the resin-box, prior to her take-off. They half-close their eyes to get that Degas effect. The luminous fatigue of a child ballerina sunk on a roll of canvas in a mauve swoon, the starched gauze frisking chastely about young silken thighs, the nostalgic pinkness of it all.

Quickly the watchers are enmeshed in the glamour of the ballerinas, who are quite Russian, quite mysterious. This typical prima ballerina is, to be sure, a beautiful person, at any distance. Her arabesques are as exquisite as Pavlova's, and she can match her *fouettées* with any living ballerina's. Her feathery entrance on the stage is the signal for crackling applause, and in the depths of male breasts are unbreathed murmurs of despair over her sweet inaccessibility.

She is young, perhaps eighteen years in all, having added one year to her age every other summer—by order of her press-agent. Young, and good. But for morsels picked up in day coaches and dressing-rooms, her mind is pure of the traditions that suckled her Imperial forerunners. No flowers, tagged with the Royal Seal, stun her; no gossips slaver her with the news that a sister-ballerina has been seen walking down Mariinsky alley aglow with diamonds from the Czar's casket. Nobody's mistress or jewel-dummy, she tours to-day with her company around which her world revolves, as aloof and alone as the daughter of a Kentucky family marooned in Tibet.

Russian ballerina, 1937 dream-line model, was born F.O.B. Pinsk—let us say—at the death of the Grand Tradition. Clutched to her mother's breast, she made her escape from the Soviets and arrived in Paris. Her forbears were no courtiers or connoisseurs of ballet. They had lived fatly in the provinces of Russia, where they raised and sold their cattle peacefully. They had never attended a première. But life in Paris was a struggle. Papa joined them, having left off fighting in the White Army, and took a clerking job. It was all as bleak as a Siberian tundra on a very wet day.

Then one day Mamasha beheld the shingles of three of the erstwhile prima ballerinas of the Imperial Ballet, offering dancing lessons by appointment. In one of these dingy studios, she enrolled her offspring. Life began for the baby ballerina at five. Before a bar and a mirror, her soft bones were moulded to the necessities of that vertical activity known as ballet. She grew into childhood with fitting melancholy, and many people came to see her dance.

Such were her talents that, at the age of ten, composers drafted special ballets for her. At fourteen, she was being mentioned in bated breath with Karsavina and Taglioni. She made her début in a Paris theatre, and even the critics who weren't paid to say so, said she was grand. The same year she joined the Ballet Russe and came to America with the rank of prima ballerina. She supported her mother and father who travelled with her. The latter found employment patching backdrops, while Mamasha hovered interminably—the custodian of her body, soul, costumes, and salary, which started at a hundred dollars a week and finally reached two hundred.

In the sectarian circles of ballet, her name is famous, for she and her sister ballerinas are offering their audiences better female dancing than even the great Diaghilev was able to provide in this country. (Continued on page 144)

Forty-two years ago, Pierre Dubreuil, the distinguished Belgian photographer, who now, at seventy, still exhibits in Paris and London, made the charming picture opposite. Although it looks exceedingly modern—partly because of the compositional device of the 'cello in the foreground and the ballet-girl in the background—it was photographed long before the moderns were influenced by close-ups in Russian movies: Dubreuil was merely influenced by Degas and his butterfly ballet-girls...

7 STEPS



This is the face of Miss Ann Sheridan, Warner Brothers player, in its first step of beautification—foundation grease-paint



A darker tone of grease-paint narrows the jaw and gives the illusion of a more oval face. See for yourself how the trick works



The right eye demonstrates the technique of eye-shadow application, the shadow blended from the lid lightly out to the brow-line



A lavish coating of powder. The brows, unplucked, pencilled in the natural line

★ To

HERE on these pages, you see a face in the making. You know there are miracles in movie make-up, but, unless you have really been behind the scenes, you don't know how such miracles are brought off. These pictures tell you, in terms you can understand—and, if you are smart, you can apply the technique to some extent to your own face.

At the far left above, you see Miss Ann Sheridan, the Warner Brothers player, as she is before the make-up man gets to work on her. At the right, in the large photograph, you see her, coiffed, suave, glamorous, as she appears in the films. (It may not surprise you to know that Miss Sheridan is a Glamour Girl.)

Between those two stages, her face has been made more oval by grease-paint; her eyebrows have been changed; her eyelashes have been increased; a new mouth has been painted on—aside from the more routine touches of powder, rouge, and eye-shadow, all of which you can see pretty clearly for yourself. (One candid-camera touch is lacking, however. In trying for ultimate clarity, we even had the eyelash photograph [step six] photographed with the lashes made up on only *one* eye. The photographic department, however, aghast at such an omission, promptly painted the lashes for the second eye on the photographic plate.)

And now, how much of this glamour can you create for your own face? You can get a grease-paint type of foundation and, with practice, do some skilful shadowing. (We have written about this before in *Vogue*.) You can coat your face with powder and brush it off with a brush. You can outline a new mouth with lip pencil and fill it in with a brush and lip rouge or lipstick. You can even have extra lashes added if your own are scanty. And don't tell us you can't. We know, because we've done it ourselves!



A light application of dry rouge is applied to the cheeks with a soft brush, the same type of brush used for powder whisking

The lashes are first made up with mascara. then artificial lashes are added, but only from the centre, to accentuate breadth

The mouth, enhancing the good natural curves, is outlined with a pencil and filled in with lipstick or lip rouge and a brush

STARDOM



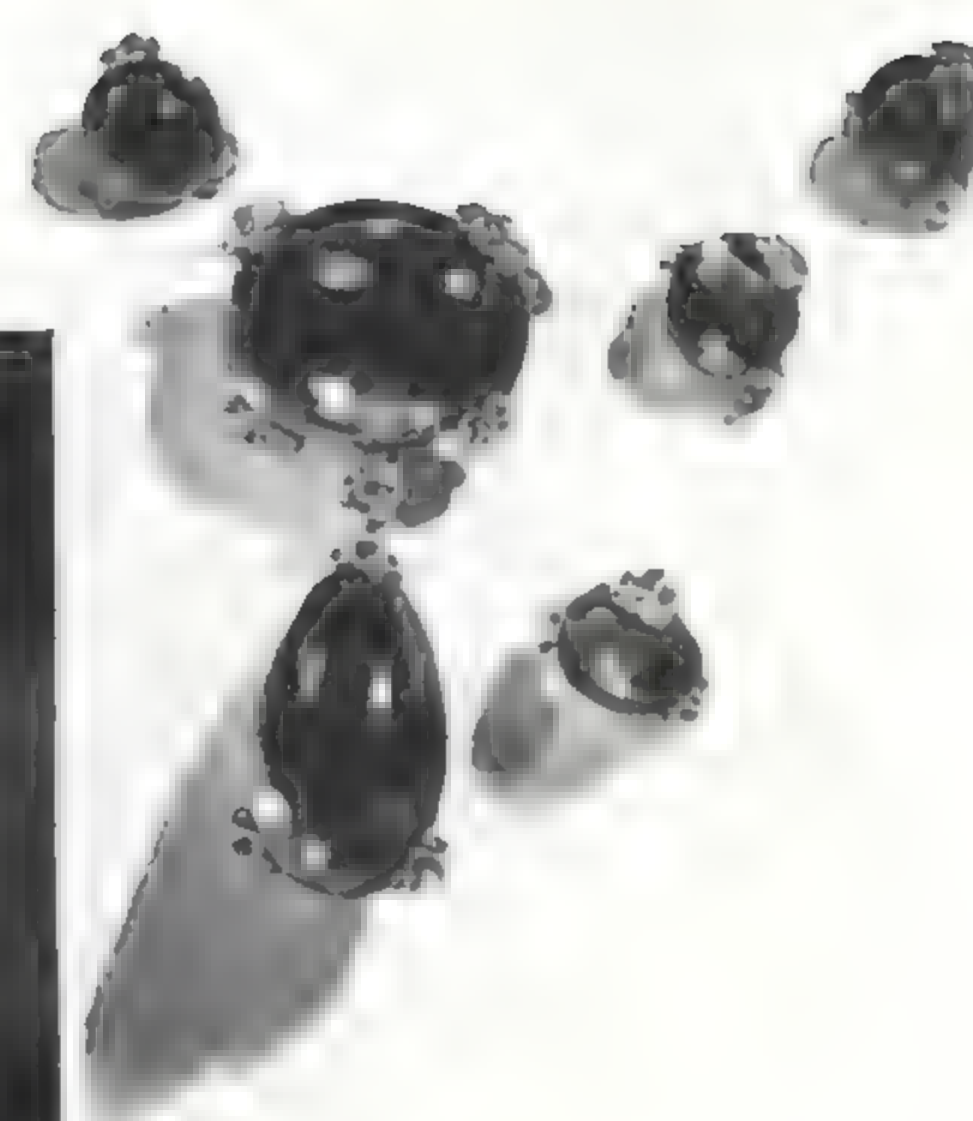
Coiffed, bejewelled, lusted by each of the seven steps to stardom—the Glamour Girl is made



NELSON

PAULETTE GODDARD in Persian gold lamé, rust bolero and cap, flat lamé slippers; Bergdorf Goodman

ANDRE DURST



LOUISE DE VILMORIN—A NEW PERSONALITY IN JEWELS

A NEW star is rising in the jewel world—the lovely Louise de Vilmorin, whose discovery of a little jewelled blackamoor's head in a flea-market launched those historic Cartier clips. Beautiful, witty, talented, she writes charming—if esoteric—novels, in exquisite, precise French; sings enchantingly; plays the guitar; paints in water-colour; entertains memorably.

She has always had a passion for collecting old jewellery—and now she has turned her hand to designing jewels, as brilliantly as she does everything else. (On this page are shown some of the jewels that she has designed for Bergdorf Goodman.)

At the top of the page: Buttons made of cabochon rubies, with tiny clusters of diamonds; and, to match them, an amusing pendant-clip of round and oval rubies.

Left: A close-up of the fantastically beautiful pendant Madame de Vilmorin wears in the photograph above—a massive bar of gold and white enamel, studded with rubies, hung with gold tassels; below it, a gold fleur-de-lis; below that, a ruby-and-enamel circlet, gold-tasselled.

Far left: A bracelet of heavy gold links, hung with carved crystal balls and—surprisingly—tiny gold spikes.

Lower left: Turquoise-blue enamel beetles, set with pearls—the small one a clip, the huge one a powder-box.

Directly below: Great lozenge-shaped emeralds, strung on a gold chain, encircle this bracelet of etched gold.



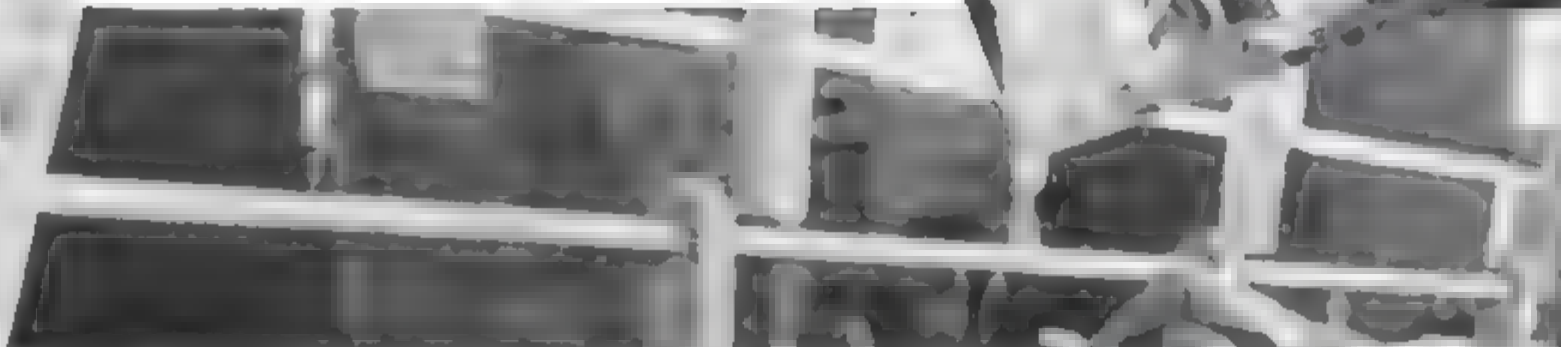


TRUMPETS HERALDING THE SPRINGFIELD FAIR



EISENSTAEDT-PIX

SLEEPING CATTLE



DAREDEVIL CAR THROUGH FLAMES



VARIETY: TUMBLERS, BUGLERS, POTATOES, SPUN-SUGAR

THROUGHOUT America, that indigenous phenomenon, the country fair, has burst into autumn flower. Whether at Springfield, Massachusetts, or Rhinebeck, New York (where these pictures were taken), at Dallas, Texas, or Des Moines, Iowa, fairs have the same smells, the same sounds, the same nameless tunes of tinny music-boxes. There are vapours of peanuts, gasoline, stables; rows of abnormally red apples; cracking voices selling feathery dolls in pink; lost faces hunting familiarity in the noisy crowds—thick dry dust settling down, sleepy cows crunching on straw, silver-clinking machinery, blue ribbons and silver cups; shining vats whirling spun-sugar in great white balls, cauldrons of frozen custard, oozing like tooth-paste; and sticky children riding endlessly on the merry-go-round.





NELSON

1939

is the year of the World's Fair, but Vogue, in its eagerness to see the beginnings, dashed across the Triborough Bridge toward the Administration Building pictured at the left, rising out of the swamps of Flushing Meadows. Hammers pounding...scaffolding rising...ten thousand trees being planted...the Communications Building only a few girders...the Cosmetics Building merely a flimsy shell, forecasting its future self. Here, amid construction, chaos, and confusion, we photographed four superb winter coats.

Opposite page, in both snaps: Beige wool coat, loose and straight, with beaver panelling the front; Altman; Marshall Field. With it, a beaver-trimmed beige felt pill-box; Florence Reichman. Next to it, a cocoa-brown wool coat billowing with blue fox in front, flat in back; Jay-Thorpe

Below, left: Side-buttoned black wool coat, shirred across the front, with a black fox bolster collar. Talbot's velvet-banded felt. Saks-Fifth Avenue, New York and Chicago

Below, right: A heavy green tweed top-coat that you can wear in town; Bonwit Teller; I. Magnin, California. Accent it with these dark brown suede-and-calf gloves; Fownes

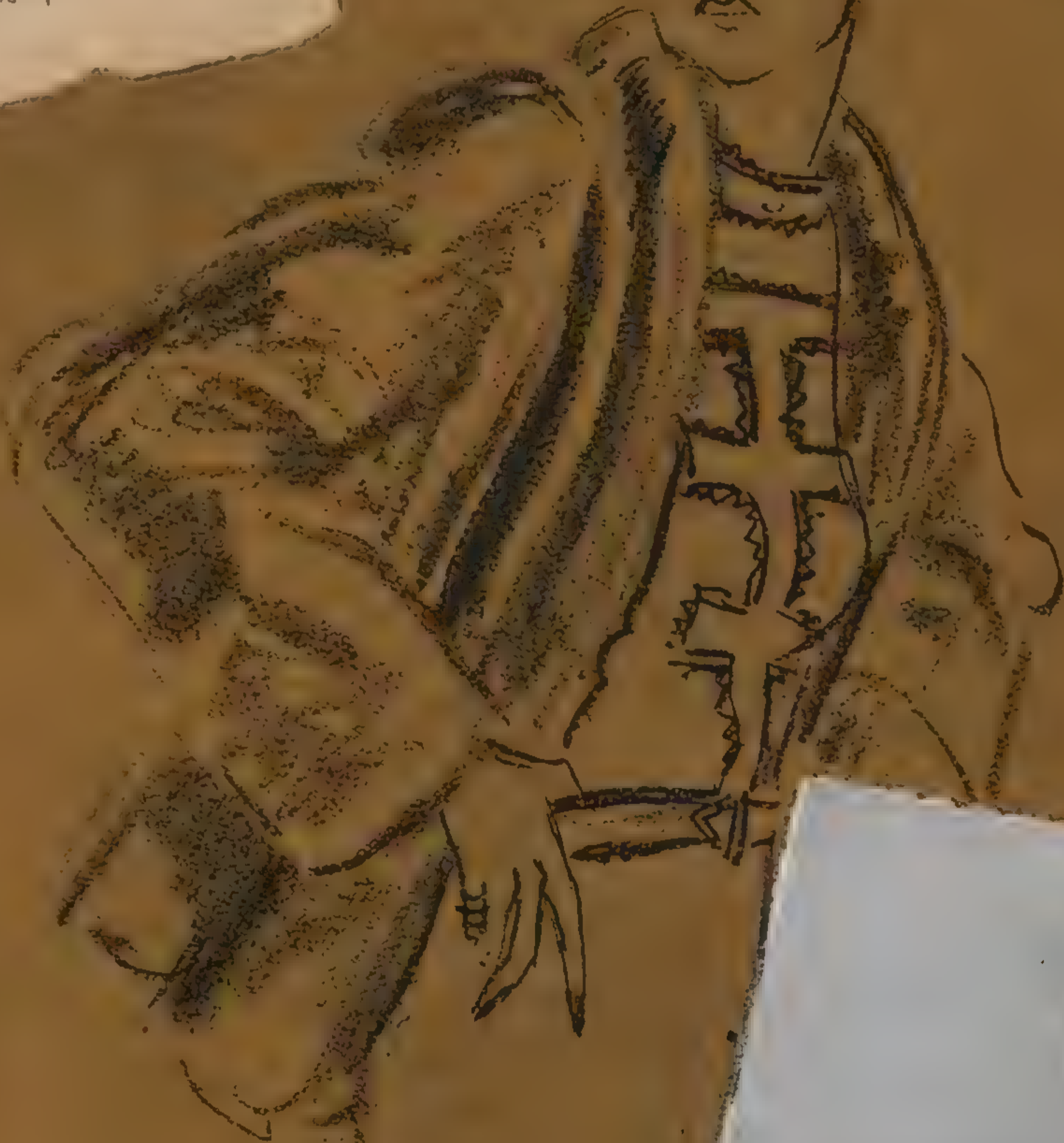




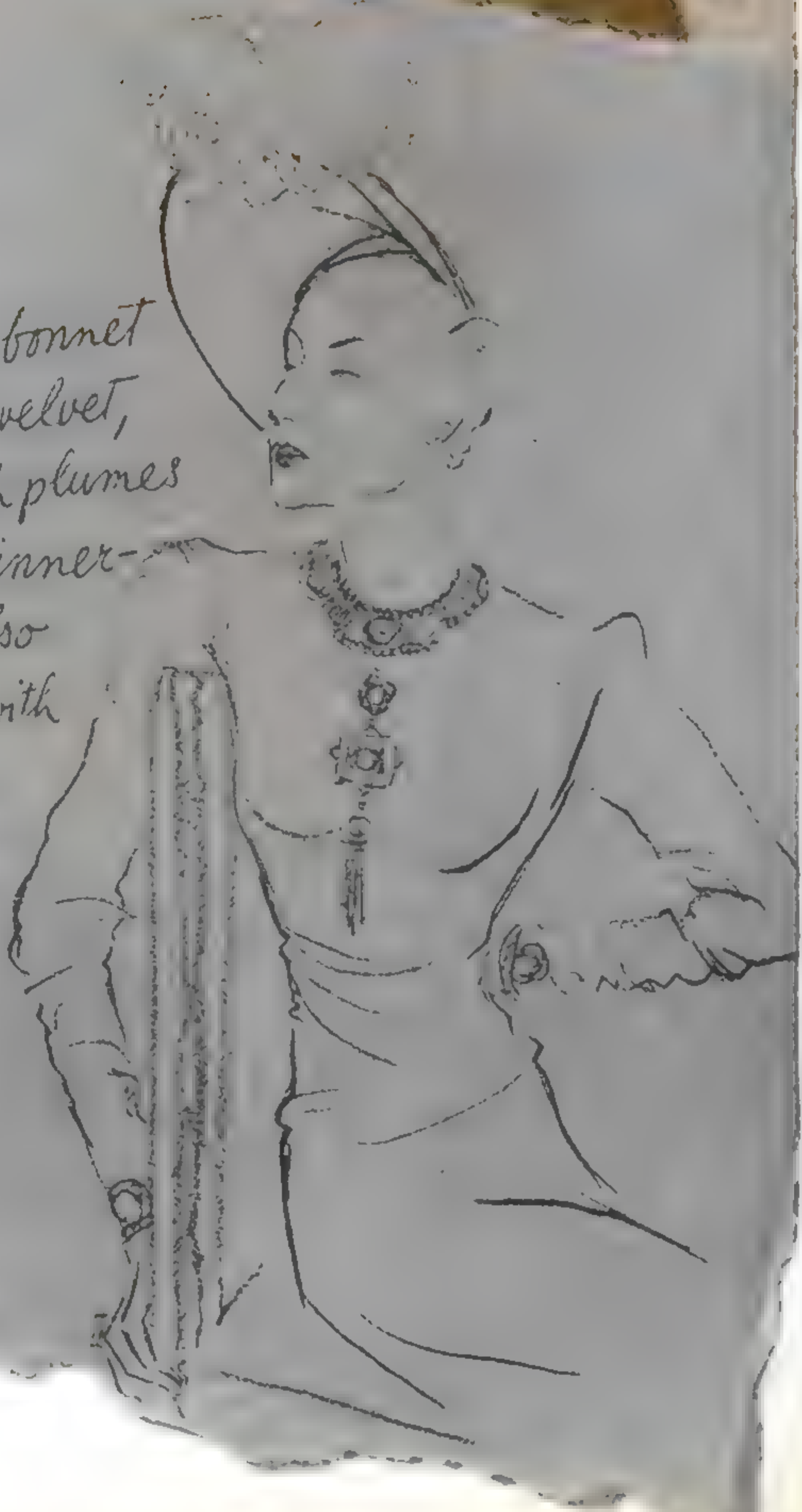
Late-in-the-day hat
like an old-time "boater"
red velvet with ostrich plumes
dark red and sapphire



Upstanding brown felt hat
spiked with tall quills
Brown "baby faun" jacket,
brown wool dress
with geometric design
in silver thread



Directoire bonnet
of black velvet,
blue ostrich plumes
Poured-in dinner-
dress also
black velvet with
beading in many
colours



MODELS ON THIS PAGE FROM NICOLE DE PARIS

Up-swing

Flower-basket hat
of multicoloured wool braid,
black braid band

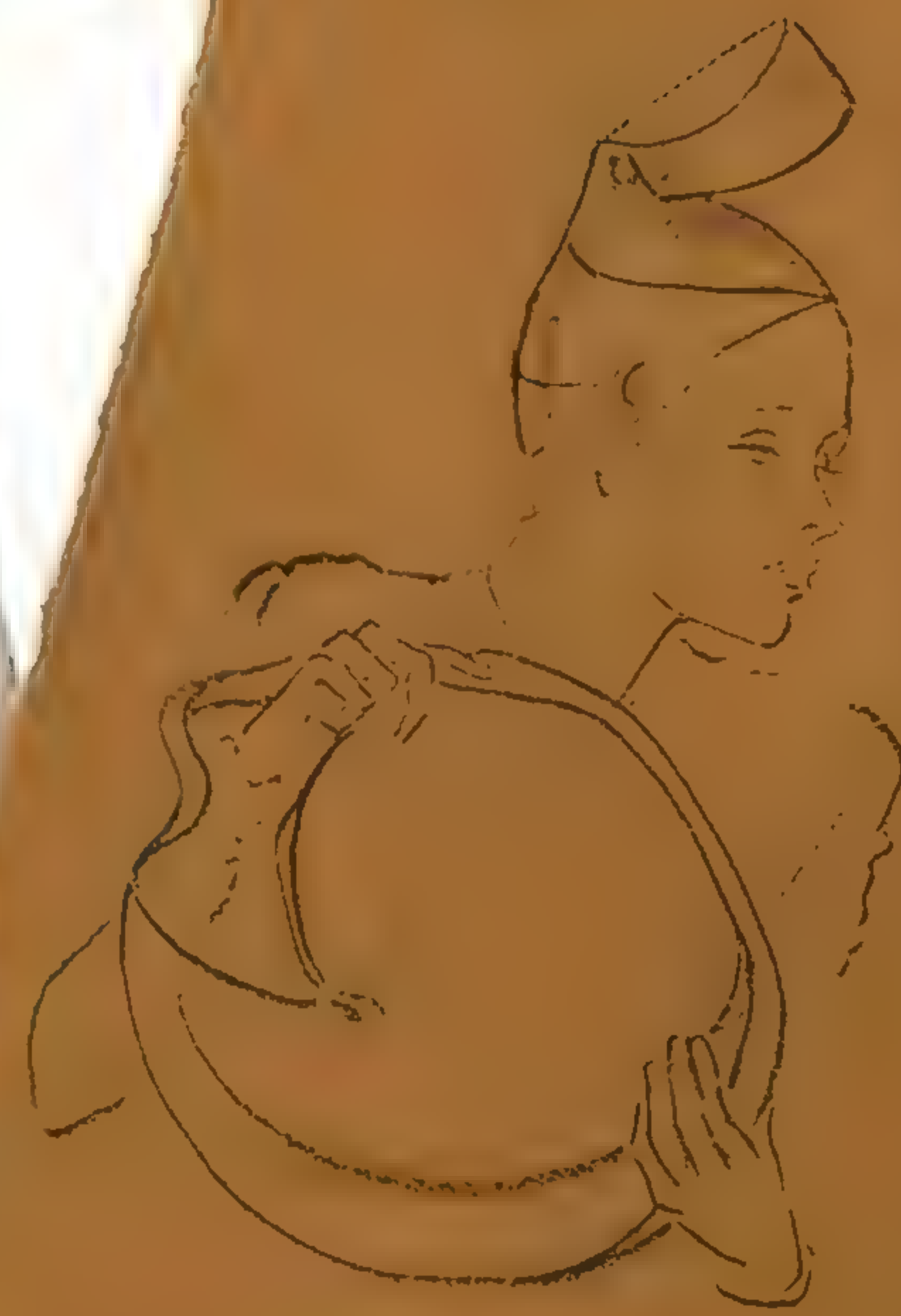


Striped braid bag
with black felt sides

Black monkey fur
on the felt hat,
the suede gloves.
Cocktail dress
of black satin jersey
with jewelled bar.
Dress: Jonai



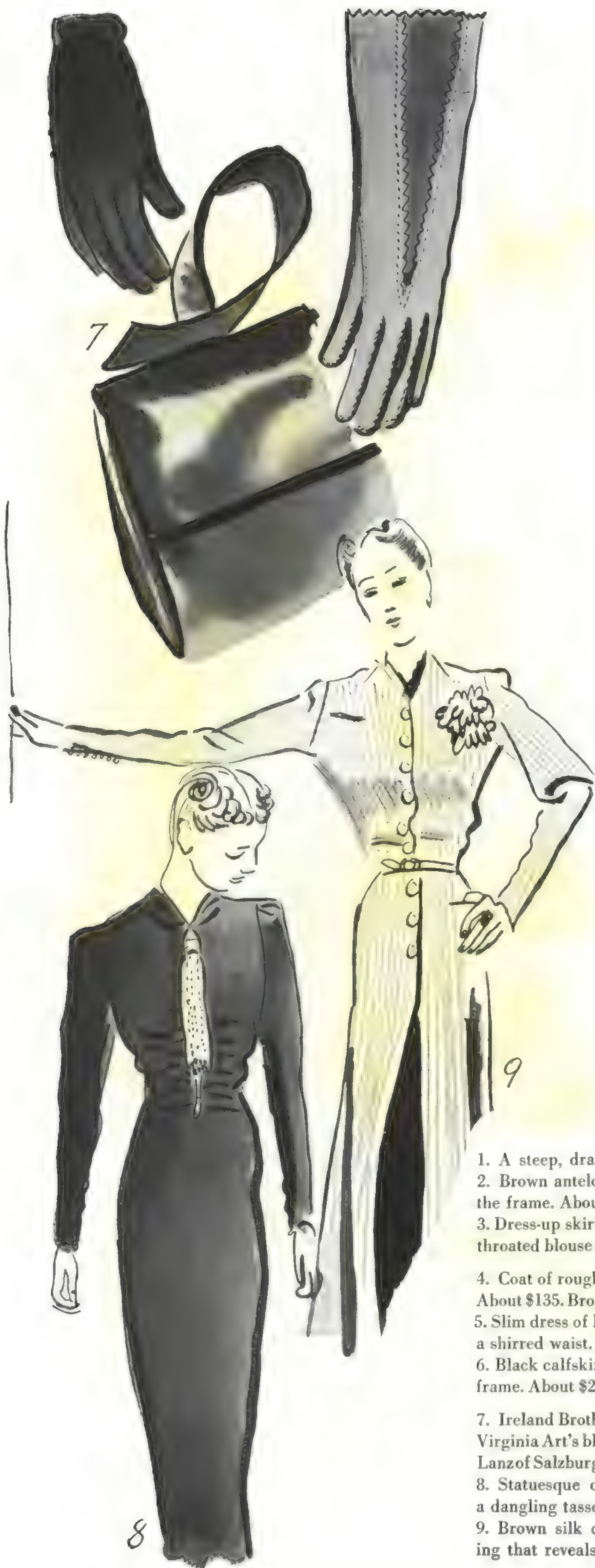
Black antelope cap
with a high loop



Black antelope bag,
big as a tray,
following the scroll
of the hat



Brown
and
Black



WE commend here, to all you who keep an eye on expenditures, that happy, classic combination—black and brown. Too few women appreciate its distinction, too few understand its soundness as a basis for a winter wardrobe. Far less constricting than a diet of all-black or all-brown, it allows you a fling at colour contrast, greater leeway in interchanging accessories, and a pleasant release from single devotion to one colour. On these pages, we've carried this brown-black coalition to a new plane of chic, with little cash. With it, you can go through the winter, mixing black and brown endlessly, and—better yet—tirelessly.

Your winter coat, of course, is the hinge of your wardrobe. Start with a brown coat of divertingly nubby surface, like the one opposite, with collar and punctuating buttons of black Persian lamb. Or reverse the idea—a black coat with a brown fur—nutria, for instance.

For practical purposes—shopping, travel, a day in town—have two dresses, one in black and one in brown. So, if your coat's brown, you can alternate a black dress with a brown; and, if your coat is black, you can do the same. You can go on and on shifting accessories—black and brown hats, gloves, shoes, bags—to suit your impulses of the moment.

For special occasions, let in colour—lots of it. Try spruce-blue, say, or pumpkin or soft aquamarine, all compatible with either black or brown. Grey is another good mixer, and you can ring further changes with rusty tones, and, of course, the invincible beige.

Punctuate your black-brown combinations with colour. Liven dresses with chunky jewels at the throat, coral or turquoise, or a thickly twisted gold bead necklace that might have belonged to a Congo belle. Put a brown jacket over a black skirt, with a sky-blue handkerchief trailing from your pocket and a flash of sky-blue at the neck. Wear, with your coat, vivid contrasting scarfs. Have colour on your hat. (On page 148 are a few other accessories for the black-brown standard.) For with black and brown, you can change colours like a chameleon.

1. A steep, dramatic turban of brown felt. About \$17; Milgrim
2. Brown antelope Lewis bag for your valuables, with self-trim on the frame. About \$13; Saks-Fifth Avenue, New York and Chicago
3. Dress-up skirt and jacket of rough, pumpkin-coloured silk; high-throated blouse of bronze lamé. About \$60; Turner's at the Waldorf
4. Coat of roughish-brown wool, accented with black Persian lamb. About \$135. Brown felt hat about \$35. Both: Turner's at the Waldorf
5. Slim dress of brown cloqué silk with a blue band around the neck, a shirred waist. About \$40. Black felt turban; about \$17; Milgrim
6. Black calfskin Lewis bag with a pliable calfskin handle, a metal frame. About \$23; from Saks-Fifth Avenue, New York and Chicago
7. Ireland Brothers short black suède glove. About \$5; from Macy's. Virginia Art's black or brown calf bag. About \$7.50; Franklin Simon. Lanzof Salzburg black-and-brown suède glove. About \$5; Cammeyer
8. Statuesque dress of black crêpe, shirred at the waist, with a dangling tassel of pale pink beads. About \$40; Lord and Taylor
9. Brown silk coat-dress with a fine self-stripe, a part-way closing that reveals a black crêpe skirt. About \$30; Franklin Simon



BOLIN

Navy-blue wool coat; about \$10. Navy-blue felt turban; about \$8. John Wanamaker, New York, Philadelphia; Marshall Field

WINTER WARDROBE WITHIN REACH

VOGUE'S FINDS OF THE FORTNIGHT



GLOVES: Brown suède pull-on glove; about \$3. Natural pigskin glove, for country wear; about \$3. Knitted bouclé glove (in all colours); about \$2.50

SHOES: Suède shoe with scalloped vamp, piped centre-front with a narrow strip of patent leather; about \$7. Sturdy walking shoes of brown baby calf; around \$7

BAGS: Blue cowhide bag with Talon fastener; about \$5. Squashy brown bag of antelope-finished suède; about \$5
• Accessories: John Wanamaker, New York, Philadelphia

ONE sin that too many women commit—when their clothes budget is small—is that of playing too safe. Here on these four pages, we prove that even with very little cash—well under \$300—you can have a winter wardrobe complete for day and evening; a wardrobe sound, but not just unobtrusive; practical, yet satisfying to the spirit.

Eternal playing for safety doesn't necessarily save you from failures, and it will certainly deny you the thrill of pulling off any really successful coups. While it is merely foolish, with a small wardrobe, to buy clothes so striking that they pall after a few outings, it is poor-spirited to choose them because they are so unobtrusive that they will never be remembered at all.

So, in this winter wardrobe, we've shied away from the too timid, too unobtrusive formula, and chosen things with a slight fling. It's a small wardrobe, admittedly, but long ago most of us exploded the theory that quantity mattered. No one cares nowadays how often one is seen in the same clothes—if the clothes are attractive. And even people who don't count cost keep their wardrobes small—to save time and up-keep.

As a corner-stone, we suggest the blue coat opposite. If you like, you may have it in black—no one preaches the gospel of black more than we! But some women flower within the limits of a black formula, and others wither. So, for a change, why not take blue? Because you think of it chiefly as a spring colour, it looks unexpected in winter. And Paris is backing it heavily for winter.

The blessing of this blue wool coat is that it will serve you triply: in town, out of town, for travel anywhere. A remarkable return for an investment of about \$40. Basically, it is fairly classic, but with sufficient exaggeration of cut to give it dash—notice those pockets. The hat is a splurge of colour—a blue turban swirled with mustard and green jersey, and there's a jersey scarf to match.

To wear under the coat in town are two dresses, shown on page 110. A blue one and a brown one. Ten to one, you haven't thought of putting brown with blue! But try it. Try, perhaps, a little hat with brown mink tails—the least expensive part of mink. Or a nutria or (Continued on page 147)





THREE FOR DAY: First, above: Invest, for long-term dividends, in this country suit of imported tweed, with its snug-fitting Oxford-grey wool jacket, its agile gored skirt in royal-blue, rust, and grey plaid. It costs about \$35. Second: A slender dress of soft brown wool, with quilted trimming on sleeves and sides. Make it subject to change with your accessories. About \$25. Third: Another variable, blue ribbed crêpe, sleekly fitted, with a neck-line made for your jewellery. About \$25. All three are from Lord and Taylor

DAY ACCESSORIES: First hat, above: A low blue felt turban with veiling that trails off the sides, like a Sphinx head-dress. It costs about \$7. Second hat: To team with the tweed suit, a navy-blue felt hat with a square chute brim, a quill speared in the medium-high crown. It costs around \$5. Left: To get twice as much mileage out of the tweed country suit, shift its own jacket with this plaid one to match the skirt, in the same royal-blue, rust, and grey plaid. About \$20. All these accessories: Lord and Taylor

EVENING DRESS, EVENING WRAP: First, below: A drifting dress of black net, outlined with black taffeta petals. See the hour-glass waist-line, the spinning skirt, how a mere ribbon of a halter holds it up. And you won't have to dip into the rent money to buy it, at about \$25. Bloomingdale. Second: Build up your prestige without breaking down your bank-balance—have this evening wrap of rich red velvet, its shoulders tailored precisely, its neck finished with a colossal bow. About \$25; from Best

EVENING ACCESSORIES: Right: A gold paillette bolero, to transform any evening dress, including the one below. About \$11; from Bloomingdale. Below: A gold brocade evening bag with a neat jewelled clasp; in this gold-rush year, you'll carry it every night out. About \$5; John Wanamaker. First shoe: Gold or silver kid sandals (they go with everything). About \$7. Second: Sandal with satin strips; about \$7; both from Lord and Taylor.

- Shops in other cities have the clothes and accessories on these two pages



VOGUE'S FINDS OF THE FORTNIGHT



MINIMUM COVER CHARGE



The current smartness of black-and-brown is yours, with a three-quarter-length brown lapin that has a smartly notched collar; about \$125. A round black felt hat with a copper ornament, about \$16; a black jersey dress with suède belt, white piqué collar, about \$25. All, Bonwit Teller



Not blue fox, but fox-dyed guanaco (alias of llama), day or evening; about \$115. Condor-quilled velours turban, about \$19. Both, Lord and Taylor. Suit-like knitted dress: blue-and-brown jacket, brown skirt; about \$33; Martha West



For a girl whose clothes must do double and triple duty; a Hudson seal coat, short and full. A black cord ties the neck; about \$230. The black knitted dress is stitched in yellow and grey wool; about \$30. And a black suède pill-box tops it off; about \$15. All at Lord and Taylor

This full-length black caracal lamb coat is within your budget—without looking it; about \$200. So is the ribbed black knitted dress with red suède belt; about \$30; Martha West. Dunlap's velours turban, about \$15. Kislav's red doeskin mittens, about \$6. Hat, coat, gloves; from Best

VOGUE'S FINDS OF THE FORTNIGHT should answer the prayer of any maiden with her eye on a fur coat and restrictions on her resources. These four costumes are perfect for winter commuting, and for football games, as the machine-knitted dresses are not too informal for tea-dancing afterwards. Thanks to their smartness of cut, colours, and varied textures, they look definitely expensive (all prices blessedly to the contrary). The coats, except the casual lapin at left, are good for a sixteen-hour-day schedule. Revise black knitted dresses with belts and gloves of yellow suède, or Molyneux's pinkish-rust shade. Wear a mauve dress under the black kidskin coat at the right; the boxy jacket of black seal over a purple wool or emerald-green dress; the blue-fox-dyed guanaco over your dinner-dresses, as well as for the street.



LIGHT ROOMS THAT STAY LIGHT

By Ruby Ross Wood

OUR problem was to make a small New York apartment so light and gay that we could forget winter weather. Now, doing a light and gay room in the country is a simple affair, but what is light in the city to-day is soiled to-morrow—therefore, in order to get an effect of clarity, a practical study of materials was necessary. I knew that a pale-coloured carpet would be grimy within a week; so the first step was to find a washable floor covering. I decided on marbled rubber tile in a very pale beige, and with this covered the entire floors of the living-room and the large gallery.

The floor thus established, the rest was easy. Anticipating dark winter afternoons, I longed for a sparkle in the living-room, so I covered the walls with a very ornate Victorian wall-paper patterned with gold scrolls on white. The woodwork was painted white. The curtains were made of an extremely inexpensive beige satin with an almost invisible white polka-dot. A large sofa and several chairs and big fat hassocks were covered in a pale pink washable leather. Other chairs were covered in coarse pink linen, which can be cleaned. I added a few pieces of antique furniture of stripped pine, and a number of reproductions in the same wood. Lamps were white with white shades. I used very few pictures, and those were rather modern ones done by friends.

The long gallery, a useless and ample space in the average apartment, I decided to use as a dining-room. (The dining-room, by the way, I used as a sitting-room and cleaning-room for the servants, as there is no provision for this sort of thing in the average New York apartment.) The walls of this gallery I covered completely with photographs of friends and relatives. The heterogeneous collection made an interesting pattern. Water-colour sketches are mixed with photographs and daguerreotypes of all periods. (Continued on page 142)

Above: Mrs. Chalmers Wood's dining-foyer, once a gallery, with cream-coloured walls and floor, pine chairs upholstered in pink leather, and a nice group of drawings, photographs, and daguerreotypes

Right: An old carved pine mirror-frame makes an accent over the mantelpiece. Shell-pink linen covers the fireside chairs; the writing-table, once mahogany, is now painted cream colour, with a glass top



Right: In her own bedroom, Mrs. Wood has covered the walls with gaily printed sateen, used the same fabric for curtains, dressing-table flounce, chair, and bed-spread. Old glass tie-backs hold the mirror

Below: Mrs. Wood's charming drawing-room, with white-and-gold Victorian wall-paper, beige satin curtains, sofa and chairs in shell-pink leather. Only one hearth rug breaks the beige rubber-tiled floor surface



RETIOLM



Plum's for the Poor



- You have more wants than dollars. You'd love to splurge, but have to eat. Work, then, for the illusion of extravagance:
- (1) With Vogue design No. 7862 and a yard or so of black wool jersey, turn out a slick blouse for a mere three dollars.
 - (2) Reclaim an evening dress of uncertain age with a suave jacket, made from Vogue design No. 7743 and a couple of yards of lamé. (Total setback, about \$5.)
 - (3) Indulge in a knitted metal sweater, silver-grey, like chain-mail--wear it with a short skirt for cocktails, long skirt for evening. About \$6; Macy's. Though you can't afford to drip with silver fox, look befurred anyhow with a fox-trimmed turban of black antelope. About \$20; Macy's.
 - (4) Glitter without jewels by wearing, evenings, a gold sequin rose atop a brown veil. About \$7.50; Lord and Taylor
 - (5) Revitalize a black evening dress with a net bolero, Roman-striped with paillettes. About \$19; Franklin Simon
 - (6) For afternoons and evenings-- a black velvet jacket, vividly embroidered. About \$19; Lord and Taylor
 - (7) Wrap your waist with a corselet of multicoloured paillettes, by night and by day. About \$6; Altman





(8) Reinforce a waning wardrobe with a "Polly Tucker" dress, suggested by the book of the same name (about a career girl) written by Sara Pennoyer of Bonwit Teller. If you're struggling to make your dent in the business world, it's good ammunition--Celanesse cr pe with short sleeves, simple round neck, stitched waist-line indented with a wide su de polo belt. Wear it day in, day out--there are no fripperies to bore you. Moreover, it's a dress you can play with--shifting belts, sashes, jewellery--either real or synthetic. Choose it in black with a red belt, in blue with a wine-red belt, or in green with a rust-coloured belt. About \$20; Bonwit Teller



(9) If you adore furs, but pale at the prices of most, buy this little jacket of baronduki, that flat, tawny fur with unusual black markings. It costs, reassuringly, around \$30 at Altman

(10) Look glamorous, for a striving young husband or your own complacency, in a decorative house-coat of grey and cerise-striped moire, with a waist-line you can practically span with your hands. A deep-fringed sash trails down the front. About \$17; Best

(11) A good dodge for the unendowed--these gloves of black su ded fabric, trimmed with Persian lamb ersatz. (Ersatz, in case you were in rompers at the time of the Great War, means substitute--butter ersatz, sugar ersatz, and so on.) These add a furry touch to unfurred coats. About \$3; Altman



Other ruses: Deck out that wearable, but not world-shaking black dress of yours with grosgrain bows, in freshening shades of sky-blue or hyacinth-pink. Or have the bows of velvet--"shocking" pink, deep purple. Go down to Macy's and buy yourself a few hat shapes, bare adorned crowns with the very newest lines, for a few dollars and develop their personalities with veils, clips, quills. Finally, put your trust in the neighbourhood tailor--let him keep your skirts short, waists snug, shoulders trim. And when you have a windfall, get a Vogue design and some really good material, and have him make you a suit--around \$50, all told, but which you can still boast about years hence.



Eyes on Torsos



- Frock No. 540: Achieve the new torso interest with the colourful girdle that circles this slim day dress. For economy's sake, vary it with other bright belt tricks. Designed for sizes 14 to 20; 32 to 42
- Frock No. S-4018: One of the new unbelted dresses that focus eyes on the figure. The waist is shirred like an accordion, the stand-up collar hugs the neck. Designed for sizes 12 to 20; 30 to 38
- Frock No. 7855: A few yards of material, a few hours of your dress-maker's time, and, for a small expense, you have this dress. Lace that new waist with contrasting velvet. Designed for sizes 12 to 20; 30 to 42



BACK VIEWS OF THESE MODELS ARE SHOWN ON PAGE 146

DESIGNS FOR DRESSMAKING

- Three-Piece Frock No. S-4020: Here, in two sketches, you see a fine double-duty dress for the limited income. With three halves, you achieve two wholes! For formal evenings, there's a slim skirt topped with a separate bodice fitted like a brassière. For dinner or informal occasions, there's a long-sleeved tunic, cut on those svelte sweater-lines, to wear over the same skirt. Designed for sizes 12 to 20; 30 to 38
- Evening Frock No. 537: A dramatic dress for anyone with a dearth of dollars. Again, there's that torso interest, a nice square décolletage, and a pleated panel flaring out in back. Designed for sizes 12 to 20; 30 to 38



Left: For evenings at home—an aqua-blue tea-gown of chiffon velvet brocade, with a line-softening train, angelic sleeves for balance, the disguising surplice. About \$70; Saks-Fifth Avenue

Below: For dinner or the theatre, an evening dress of jade-green crêpe, cleverly draped, its surplice formed from two crossing strips. About \$40; Bonwit Teller's Anticipation Shop



SHE'S HAVING HER SECOND BABY

A LITTLE more than a year ago—in May, 1936—we had a chance to prove one of our favourite contentions—that having a baby is perfectly compatible with keeping up a smart appearance. One of our lovely models consented to pose in summer maternity clothes (just two months before her baby arrived), and the success of the experiment was beyond even our high hopes. Letters flooded in from readers, thanking us for the helpful information we'd given them, and wanting more, more, more about the same subject.

And now this same beauty is having another baby, and we again have a chance to make our point—this time showing smart and suitable maternity clothes for the autumn and winter months. The photographs shown here (and not retouched by so much as a hair's-breadth) were taken six weeks before the baby's scheduled appearance. Look, those of you who thought that having a baby meant resigning yourselves to shapeless Mother Hubbards—aren't these pictures heartening?

All the clothes illustrated were designed expressly to glorify women who are having babies—and have tricks of wrapping and draping and adjusting, to flatter your figure all through the waiting months. What with dark colours, warm wraps, and eye-diverting furs, the autumn-winter season is—from a fashion standpoint—a fine time to have your baby. And this winter, there are many trends that play into your hands. The new hats, for instance, we experimented with and found good. Don't hesitate to wear them—tall ones, to add a cubit to your stature, brimmed ones to balance your figure. All the fur toques are soft and flattering around your face, and, on pages 154 and 155 of the October 15 issue, you can see an assortment of hats with fur touches, particularly becoming. Wear fur neck-pieces to distract attention from your figure—fur is a great misleader. (Continued on page 142)

Directly below: Under a fur coat, in the afternoon—a black cloqué crêpe dress, wrapped artfully, edged with blue velvet. About \$30. Tall black velvet turban. Both at Lord and Taylor

Below, right: Black worsted town suit, with concealing box-jacket, satin blouse, all wrap-around. About \$45; Bonwit Teller's Anticipation Shop. Black felt hat and baum-marten scarf; Bonwit Teller



NELSON



A saving account of beauty

THE pleasant part about conducting your personal beauty campaign on a limited income is that you accomplish far more than merely balancing a budget. You learn what preparations you really need, because you can't afford trial-and-error methods. You make it your business to know the best ways of applying your things, because you have to get the most out of them. And you don't find yourself possessed of a useless assortment of unrelated beauty items, wondering how they ever came into your life, let alone into your dressing-table drawers.

Probably the most fundamental approach to wise spending is to list the specific beauty preparations that you need and figure how long given quantities of them last. Then, you know the amount you must spend, and can allow for buying large sizes of basic preparations—a concrete form of saving.

If you can't figure such a precise plan for yourself, you might try one that an important beauty specialist has worked out: a series of yearly expenditures, for which her less affluent clients pay her eternal allegiance and the following yearly sums. She figures that a girl from fifteen to twenty can get by on fifteen dollars a year for skin preparations and make-up; the woman from twenty to thirty should spend a minimum of twenty-five dollars; and the woman over thirty should allow thirty-seven dollars. If there are special conditions to cope with, you have to add a little more, and any one who takes care of her own nails adds five dollars per year. This specialist warns, however, that corrective preparations are more expensive than preventive.

Another down-to-earth suggestion is to look for a double meaning in every specialized preparation you buy. Many of the milky liquids have a toning effect and will serve as a powder base for dry skin. A softening lotion can be a hand softener, body rub, powder base, and a protection against the elements. Some dusting powders are made with deodorant properties. The creams for refining pores do a wonderful job on elbows and knees. You can get cleansing creams with bleaching properties. There are any number of good creams made now that are specifically intended to serve as night creams, as well as cleansers. An eye-cream can be used around the eyes at night; on the lids beneath a coloured shadow or, without shadow, to give a sheen; on your brows to make them shiny; on your lashes before mascara, or without it.

Almost every one uses too much cream at one time. In salon treatments, the operators use only enough (with the exception of the masque preparations) to dissolve on the

cushions of their fingers. If you apply cleansing cream in a light film and let it stay long enough to dissolve make-up, you use up less cream, and get your face cleaner than by slathering it on and off. When lipstick disappears as though you ate it, remember some of the best varieties are made with refills. If you keep your lipstick smoothed off occasionally with tissue, it won't develop smudgy sides that make you throw it away before it is finished.

Incidentally, economy on the price of lipstick is poor economy, especially if you have found one that suits you. A lipstick that doesn't look true on your mouth or with a case that seems cheap will be in the discard soon, no matter how carefully you spend your money.

When you go to a salon (and you should go when you can manage it, not only for the ministrations on your face, but for the lift to your morale), pay some attention to the tricks the operators have for make-up. Learn some simple manipulations for treatment creams from the directions in the excellent booklets the manufacturers put out. If you find that a certain treatment really helps your skin, buy the works in the way of preparations for it when you can, and repeat the whole procedure at home, allowing full time for relaxation, make-up, and so on (maybe you have heard that one before!). Include in your *musts* one of those miraculous masque preparations that pick you up in a short space of time even when your face looks as though all were lost.

If you do your own manicure, try putting a final coat of colourless varnish over the tint. It acts as a fixative and holds the polish longer. Or keep at home a bottle of the exact polish your manicurist uses, so that, if a chip occurs, you can put a new coat over the whole nail, instead of rushing back to the manicurist. If you live in a hard-water district, get a thick, creamy lotion, and rub it well into your hands, but, before you wipe it off, put your hands under cold water. The water acts as a fixative, and the hands are velvet.

Remember that a good brush is one of the best and most economical pieces of beauty equipment there is, and use it steadily. Clean your hair with a tonic and a brush every two or three days, and you will need a shampoo only every two or three weeks. Give yourself an oil treatment at home always before a shampoo, simple and incredibly effective. Keep a light waving lotion for home-work between waves. Put cream on your face every time you sit under a dryer—that not only helps to save your cream; it actually helps to save your face.

The Modern Woman uses

NOT A COLD CREAM . . .

NOT A LIQUEFYING CREAM . . .

BUT *Chiffon* CREAM



Chiffon Powder, the companion of Chiffon Cream, has been a favorite with women for many years because it is so fine that it actually appears a part of your skin. But unlike fine powders, Chiffon will cling for hours without ever caking or clogging the pores. It gives your face exquisite softness and natural beauty. In eight alluring shades, \$3.00 and \$1.00 the box, at better stores everywhere.

A New Type of Cream That Cleanses, Softens and Refreshes

Every day modern woman's tendency to dry skin increases.

Every day it becomes more evident that an average skin is a dry, fine-grained, sensitive skin, that it cannot stand ordinary creams, that it rebels at heavy creams with waxy bases.

So, for the modern woman's use, Primrose House is introducing a new type of cream, *Chiffon*, that will protect the skin's youthful texture and keep it clear, smooth and soft.

Chiffon is an entirely different cream. It cleanses, softens and refines, combining all the advantageous features of lique-

fying and cold creams and adding new ones of its own.

Chiffon Cream is made on an entirely new formula. It is a blend of fine cleansing and lubricating oils whipped into a marvelously light, fluffy consistency. As a result, it is delightfully easy to apply. It cleanses the skin swiftly and thoroughly. It leaves no greasy residue. And it has remarkable softening qualities that help to refine skin texture.

On sale at better department and drug stores everywhere, \$1.00. Economy size, \$1.75. Primrose House, 595 Fifth Avenue, New York City.

Primrose House

Rilling

PERMANENT WAVE

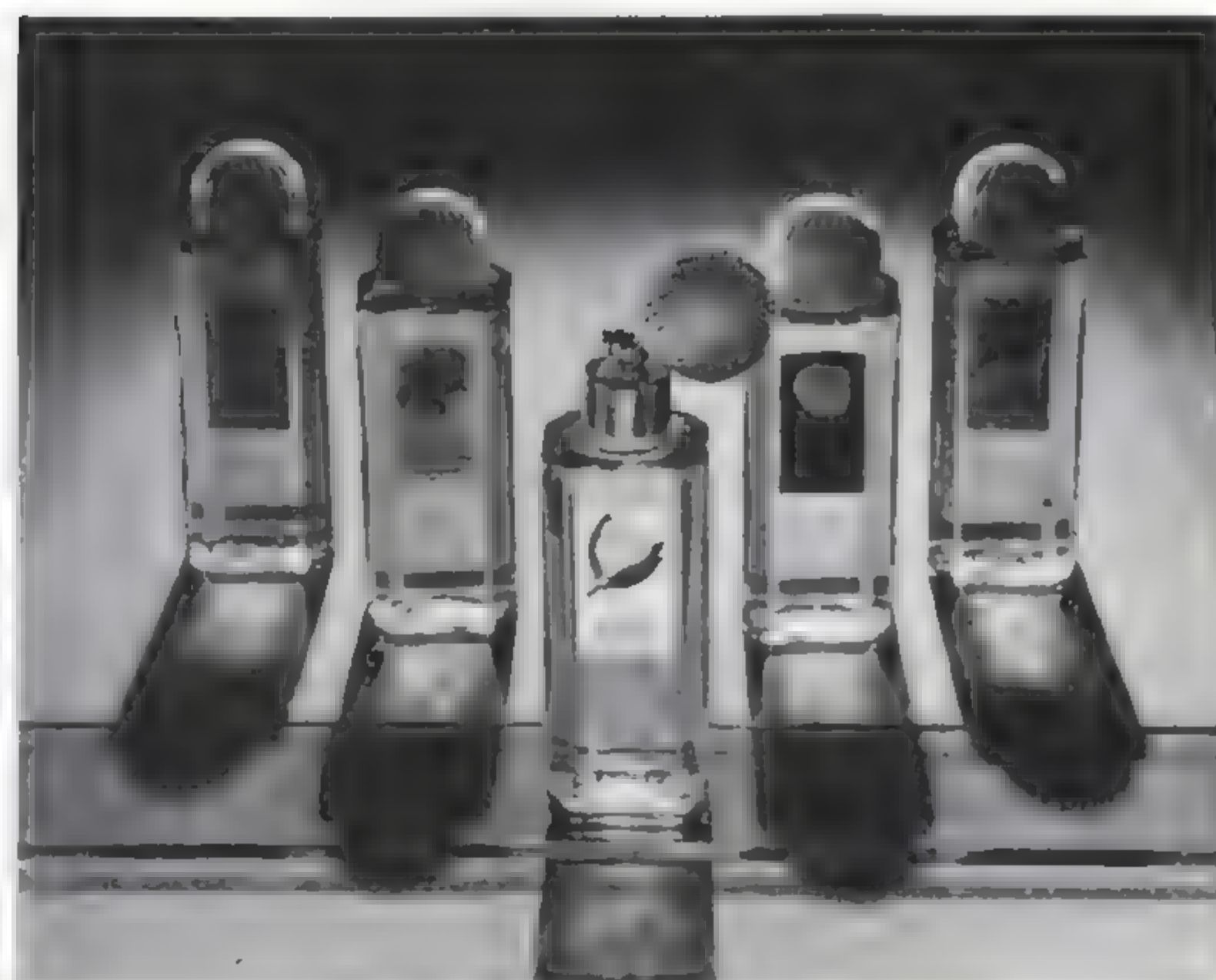


A great name in permanent waving

**The Wave featured today
by leading Hair Stylists
in America and Europe**

A stunning Permanent depends on the artistry of your hair stylist... The Rilling Method, which eliminates guesswork in Permanent Waving, makes it possible for him to give you the loveliest coiffure at his command... A Rilling Wave lasts longer, much longer... There is no cooler, more comfortable wave... Ask your hairdresser about a Rilling Permanent.

DISCOVERIES IN BEAUTY

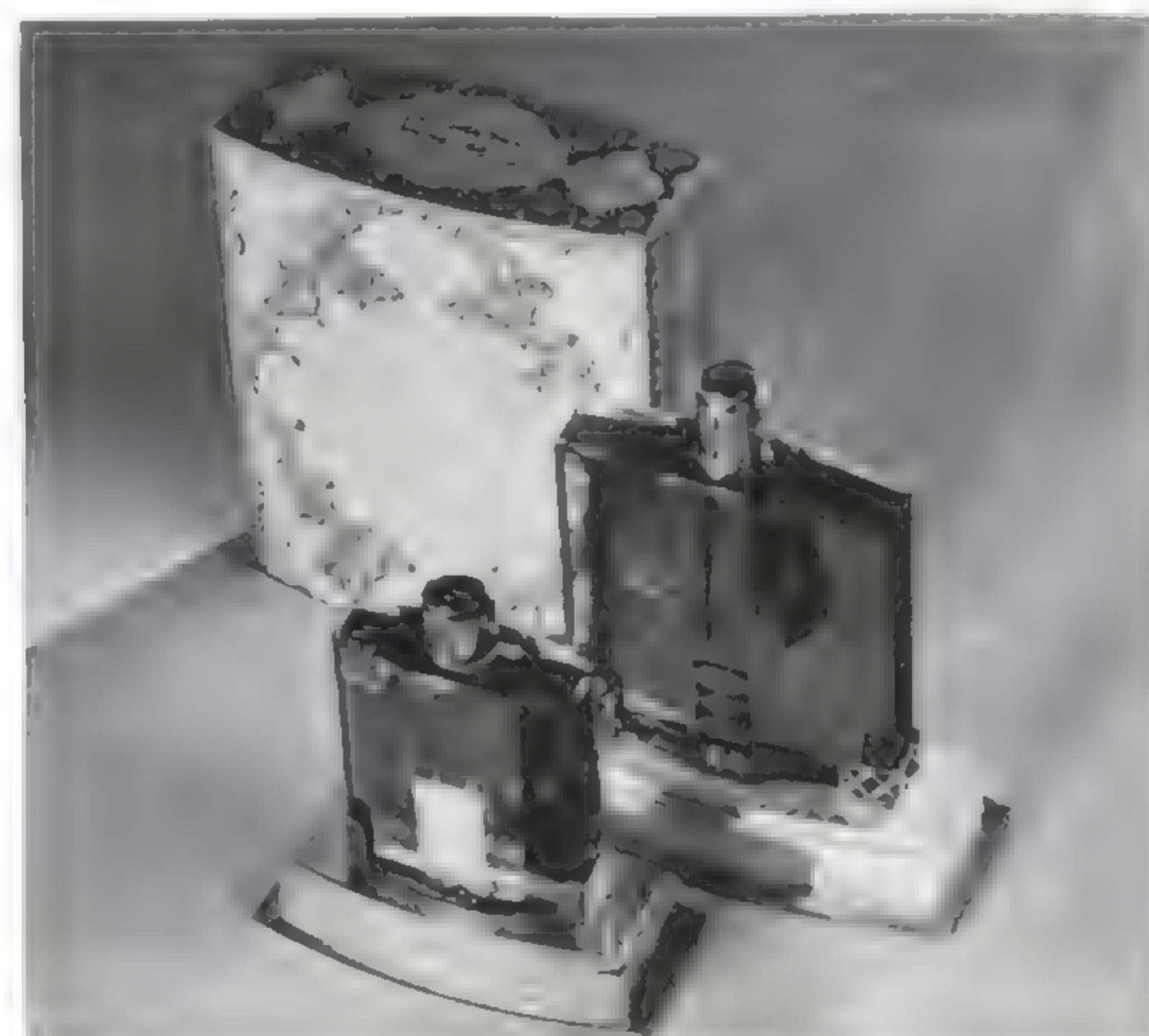


ANDERSEN

You who have loved Houbigant's "Eau Florale Concentrée" will be delighted to know that it now comes in a new fragrance, "Magnolia." This, as well as the other four well-known scents, can be purchased with a new type of detachable atomizer top made with a silk tube



Realizing the need for an in-between-sized bottle of perfume, beautifully packed, Coty has introduced the "Demi-Model" group. These are perfect replicas of the De Luxe editions, and would make wonderful presents, either for you or for some sufficiently worthy friend



BAKER

"Emeraude," a long-established Coty favourite, has been brought out in a new series called "Encores in Emeraude." This includes five new sizes of perfume, all sorts of preparations for the bath, some very luxurious gift sets, sachet, and liquid brilliantine

“Yesteryear's Glamour”
EARLY AMERICAN* TOILETRIES
*scented with Old Spice**



Keepsake Box . . . \$2.00

Contains 6 Cakes Soap . . . 2 Bath, 2 Toilet, 2 Guest Size



The brides' boxes of early American beauties inspired the gay flowers, the quaint little figures and mottoes, the honey-colored maple finish that individualize the charming containers of Early American Toiletries. Early American beauties concocted the fresh, exhilarating scent of *Old Spice* by brewing rose petals with rare spices. Smart moderns will use Early American Toiletries to recall the glamour of the past—the boxes, to store their most treasured keepsakes, past, present and future . . . The Shulton Early American Assemblage includes: *Bath Powder . . . Bath Soap . . . Toilet Soap . . . Guest Soap . . . Toilet Water . . . Perfume . . . Beauty Boxes.*

*Trade Mark Applied for by SHULTON INC., 358 FIFTH AVENUE, NEW YORK

Available in the Toilet Goods Departments of these, and other fine stores:

NEW YORK CITY—LORD & TAYLOR

Akron, Ohio . . . The M. O'Neil Co.
 Atlanta, Ga. . . Davison-Paxon Co.
 Baltimore, Md. . . Hutzler Brothers Co.
 Boston, Mass. . . R. H. Stearns Company
 Brooklyn, N. Y. . . Frederick Loeser & Co., Inc.
 Buffalo, N. Y. . . Flint & Kent
 Cincinnati, Ohio . . . The H. & S. Pogue Co.
 Cleveland, Ohio . . . The Higbee Company
 Columbus, Ohio . . . The F. & R. Lazarus & Co.
 Dallas, Texas . . . Neiman-Marcus Company
 Danville, Va. . . L. Herman
 Dayton, Ohio . . . The Rike-Kumler Company

Denver, Colo. . . The Daniels & Fisher Stores Co.
 Des Moines, Iowa . . . Younker Brothers, Inc.
 Fort Worth, Texas . . . The Fair
 Hartford, Conn. . . G. Fox & Co.
 Indianapolis, Ind. . . L. S. Ayres & Co.
 Kansas City, Mo. . . Emery, Bird, Thayer D. G. Co.
 Los Angeles, Calif. . . Bullock's
 Minneapolis, Minn. . . The Young-Quinlan Company
 Newark, N. J. . . L. Bamberger & Co.
 Oakland, Calif. . . The H. C. Capwell Co.
 Pittsburgh, Pa. . . Joseph Horne Co.
 Portland, Ore. . . Ungár Inc.
 Providence, R. I. . . Gladding's, Inc.

CHICAGO—MARSHALL FIELD & COMPANY

Rochester, N. Y. . . Sibley, Lindsay & Curr Co.
 Sacramento, Calif. . . Weinstock, Lubin and Company, Inc.
 San Antonio, Texas . . . Frost Bros.
 San Francisco, Calif. . . The Emporium
 San Francisco, Calif. . . The White House
 Seattle, Wash. . . Bon Marché
 Springfield, Mass. . . The Brigham Co.
 St. Louis, Mo. . . Famous-Barr Co.
 St. Paul, Minn. . . Field-Schlick, Inc.
 Syracuse, N. Y. . . Day Brothers & Company
 Washington, D. C. . . Woodward & Lothrop

DRUMBEAT



AS THRILLING AS SWING
TIME . . AS MODERN AS TO-
MORROW . . THE PERFUME
OF THE SOPHISTICATE

PERFUME, 1.00 TO 27.00
VANITY, 2.50 AND 3.00
DRUMSTICK LIPSTICK, 1.00

AVAILABLE AT BETTER SHOPS

CHARBERT

DISCOVERIES IN BEAUTY



The handsome flacon that you see in the picture is not, as you may think, a Bamboo Lipstick grown up. Weil has reproduced the bright gold case, enlarged it about ten times, and filled it with a fragrant, lasting talcum powder. The result would cheer any bather



ANDERSEN

"Prétexte," a new Lanvin perfume, is an exciting scent of the alluring school. Feminine, and quite unpredictable, it creates a new fragrance with each individual skin that it touches. The latest De Vilbiss atomizer looks exactly like a huge crystal bubble



BAKER

The third hit in Schiaparelli's "Shocking" group is her powder, scented with "Shocking" perfume, and packed in a you-know-what coloured pink box. You can get refills if you like. Our guess, however, is that you will fall for the gay box and buy the whole thing every time



GREET THE CHANGING SEASON

WITH NEW ARNOLD AUTHENTICS

AT THESE DEALERS

Sold exclusively in New York by
BEST & CO.

ENGLISH STORES

London D. H. Evans & Co., Ltd.
Harvey Nichols & Co., Ltd.
Lillywhites, Ltd.

Bramley (Kent) Russell & Bromley, Ltd.
Kingston-on-Thames (Surrey) Bentalls

Bermuda Trimmings
The M. O'Neil Co.
E. A. Beaumont Co.

Akron Wetherhold & Metzger
Albany Van Boven, Inc.
Allentown Best & Co.

Ann Arbor J. P. Allen & Co.
Ardmore N. Hess' Sons
Atlanta Hub Shoe Store

Baltimore Odum, Bowers & White
Bangor Thayer McNeil Co.
Birmingham D. M. Read Co.

Boston Best & Co.
Arnold Boot Shop, Hotel Statler
Bridgeport Best & Co.

Brookline Flint & Kent
Buffalo Stetson Shoe Shop
Chicago H. & S. Pague Co.

Cincinnati Murray Bender at Peck & Peck
Cleveland

Dallas Whiddon-Gilmore
Dayton Elder & Johnston Co.
Denver The Gano-Downs Co.

Detroit Plunkett Brothers
East Orange Best & Co.
Elmira Gasper-Kelly

Fresno Vogue Shoe Co.
Garden City Best & Co.
Greensburg Royer's

Harrisburg, Pa. Mary Sachs
Hartford G. Fox & Co.
Houston The Fashion

Indianapolis L. S. Ayres & Co.
Kalamazoo Gilmore Brothers
Kansas City John Taylor's

Lexington, Ky. Wolf Wile Co.
Lima Sill Shoe Co.
Long Beach, Cal. Buffum's

Los Angeles J. W. Robinson
Louisville Byck Brothers
Mamaroneck Best & Co.

Memphis Best & Co.
Miami Burdine's
Milwaukee The Boston Store

Minneapolis The Dayton Company
New Haven Hamilton & Co.
New Orleans Kreeger's

New York City Best & Co.
Oakland H. C. Carwell Co.

Ogden L. R. Samuels
Omaha J. L. Brandeis & Sons
Philadelphia John Wanamaker

Pittsburgh Joseph Horne Co.
Portland, Me. J. E. Palmer Co.
Providence Gladding's

Reading Mary Sachs
Richmond Miller & Rhoads
Rochester, N. Y. B. Forman

Sacramento Bon Marche
Salt Lake City Makoff's
San Diego The Marston Co.

San Francisco I. Magnin
Scranton The Heinz Store
Seattle Stetson Shoe Shop

Sioux City T. S. Martin Co.
Springfield, Mass. Albert Steiger Co.

St. Louis Famous-Barr Co.
St. Paul Field-Schlick, Inc.

Stockton Wonder Store
Toledo Arnold Boot Shop
Washington, D. C. Woodward & Lothrop

Waterbury Jones Morgan Co.
Wellesley Thayer McNeil Co.

Wilmington, Del. Hylander's
Youngstown Strouss-Hirshberg

Grand Rapids Steketee's
Carmel Imelman's

THERE will be so many times, this season, when you will be needing just the right kind of sport shoes. Nothing else will do, as a matter of fact, when there are football games, country week-ends, and trips in and out of town to be reckoned with.

And so again Arnold Authentics come to your rescue. Here are six styles in such beautifully correct leathers and aristocratic designs that you may well want them all! You ought to try on two or three of them, at any rate, just to get the feel of the Arnold Glove Grip that makes them all so incredibly comfortable. At left are some of the dealers where you will find Arnold Authentics.

M. N. ARNOLD SHOE CO., South Weymouth, Mass.

Prices, \$10.95 and up; Denver & West, slightly higher

ARNOLD Authentics



• A star in winter's style-firmament—a fashion tonic for your wardrobe . . . this *Lampl* original Kravene will dance right into your heart and prove a versatile companion for avenue, play hours or week-end gadding. Eye-catching details! Colors of dashing flower-tones to flash from under your coat! Your favorite store has it.

• A few representative stores featuring *Lampl* fashionable knits •

CARSON PIRIE SCOTT & CO., Chicago • STRAWBRIDGE & CLOTHIER, Philadelphia
 L. BAMBERGER & CO., Newark • JORDAN-MARSH CO., Boston • WAITES, Pontiac
 L. L. BERGER, INC., Buffalo • JAMES McCRERRY & CO., New York • THE VOGUE, Flint
 JELLEFF'S, Washington • B. FORMAN CO., Rochester • BOSTON STORE, Milwaukee
 THE DANIELS & FISHER STORES CO., Denver • H. C. CAPWELL CO., Oakland
 BROADWAY DEPARTMENT STORE, INC., Los Angeles • MEYER JONASSON'S, Toledo
 THE DAYTON CO., Minneapolis • HUTZLER BROTHERS COMPANY, Baltimore
 THE GORTON COY., Elmira • THE F. N. ARBAUGH CO., Lansing • WALLEN'S, San Diego
 WURZBURG DRY GOODS CO., Grand Rapids • H. P. WASSON CO., Indianapolis
 THE HIGBEE CO., Cleveland • M. EPSTEIN, INC., Morristown • THE FASHION, Columbus
 HIMELHOCH BROS., Detroit • KAUFMANN'S, Pittsburgh • WOLF'S, Des Moines
 THE EMPORIUM, San Francisco • THE MABLEY & CAREW CO., Cincinnati
 THE KILLIAN COMPANY, Cedar Rapids • HERMAN R. HERTEL CO., Pasadena
LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

DISCOVERIES IN BEAUTY



Dorothy Gray's "Beauty Clipper" kit, though complete with preparations for either a dry or an oily skin, plus make-up, is light enough to be ideal for travel

NOW that it is going-on-winter weather, there is a definite feeling of briskness in the air, and, we hope, in our spirits. We feel that we ought to be scintillating, and breathing deeply. If you have any trouble in doing either of these things, we recommend a whiff of Roger and Gallet's new "Fugue" perfume. It has a tangy, leafy flavour that will give you exciting ideas, the first of which should be to buy some of this wonderful fluid. The squat, cut-crystal bottles, in beige-and-gold boxes, are attractive in themselves.

We had forgotten Roger and Gallet's Pomade Rose since boarding-school days, when we used to smear it on in place of the forbidden lipstick. The sight of it brought back memories of hockey and cocoa. It still has the same wonderful effect on chapped lips, and is an ideal lipstick base.

On down memory lane with Roger and Gallet, you will find their famous "Extrait Violette de Parme." Fresh, sweet, and light, it reminds you of your grandmother, or last spring.

Enough of sentiment. Let us talk of soap. Dorothy Gray has a new one called Cold Cream Soap, which is a fine thing to use if habit, or your dermatologist, prescribes face scrubbing. It is nice for your bath or shower, too, since it isn't drying.

After two years of labour, Frances Denney has perfected a dust-proof, spill-proof powder-box. Anyone who has ever spilled powder in a trunk will agree that this was time well spent. The ingenious device in the cream-and-gold container is a squared cylinder filled with the powder, held firmly by suction to a square of rubber on the lid. (Continued on page 130)



ANDERSEN

Bath preparations are dressed up in new clothes at Dorothy Gray's. Each scent comes wrapped in a corresponding colour to indicate its special fragrance



Madame Gabrielle Chanel in her new apartment in the Ritz, Paris

Photo by Kollar, courtesy Harper's Bazaar

Madame Gabrielle Chanel is above all an artist in living. Her dresses, her perfumes, are created with a faultless instinct for drama. Her Perfume No. 5 is like the soft music that underlies the playing of a love scene. It kindles the imagination; indelibly fixes the scene in the memories of the players.

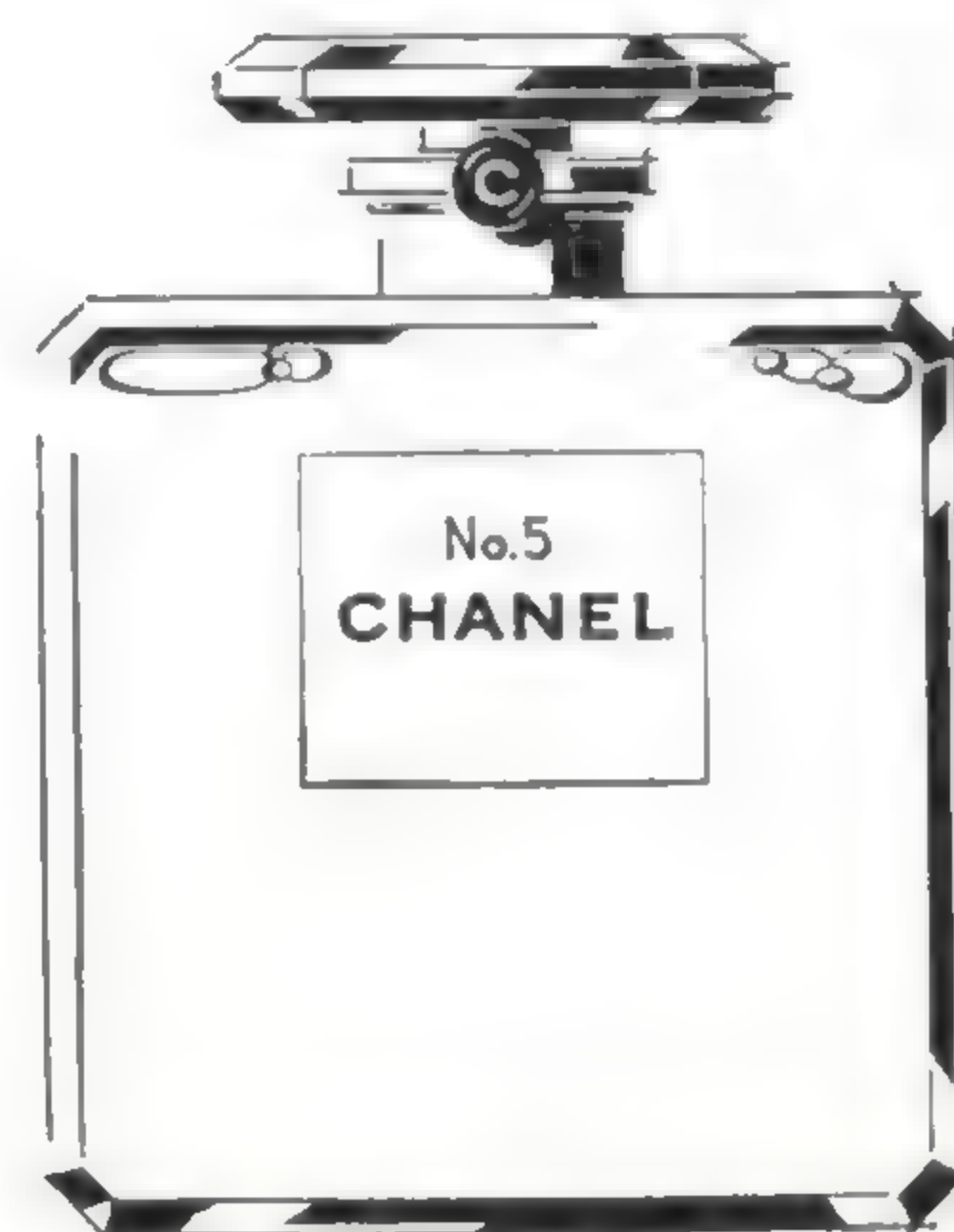
LES PARFUMS

CHANEL

GLAMOUR de CHANEL

GARDENIA de CHANEL

CUIR de RUSSIE (Russia Leather)



WORTH

PARIS

JE REVIENS



I Will Return

DISCOVERIES IN BEAUTY



ANDERSEN

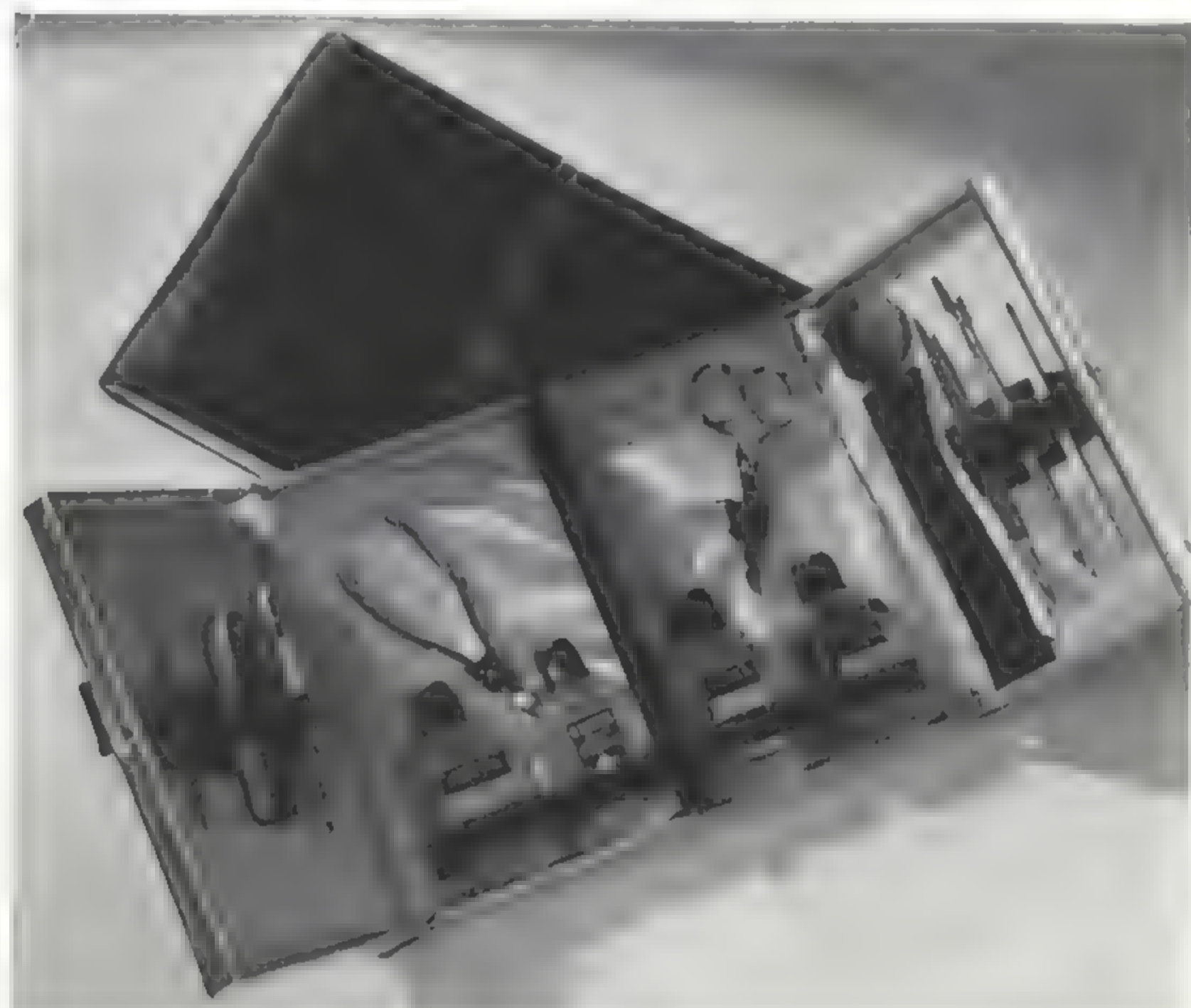
Helena Rubinstein's provocative new perfume, "715," which takes its name from the Rubinstein salon at 715 Fifth Avenue, comes to you in sky-scraper bottles

(Continued from page 128) Miss Denney has further simplified the poor traveller's plight by making an amazingly inexpensive and comprehensive week-end box. Eight essentials—make-up, creams, lotion, et cetera—go in one compartment. In the other, there is actually room for a nightgown and a wrapper, unless you go in for heavy flannel. Both of these sections lock separately with the same key. We think this box is enough to make a gipsy out of any one—in a luxurious way, of course.

Another Frances Denney innovation is a neat little kit containing all the things that will help you care for your eyes. Eye Cream to use at night as a guard against crow's feet, Eyelash Cream to promote luxurious lashes, Special Eye Lotion and Eyedrops to refresh you and wash away the grime of the day. You find the Frances Denney preparations in New York at Franklin Simon's, and in shops in other cities.

Dentists tell you that, to give your teeth the best care, you should have a new tooth-brush every month, but somehow there is nothing that is more difficult to remember to buy than a tooth-brush. Böst, the tooth-paste that is the "smoker's friend," takes the matter entirely out of your hands by providing you with new tooth-brushes regularly—and making you a present of them!

When you buy a tube of Böst, you find in the carton a refill for a Tefra tooth-brush. Also, there is a coupon, which, if sent to the Tefra company, will bring you a permanent handle. With every new tube of Böst, you get a refill for the brush, so there you are set for life—and for guests. You can buy Böst everywhere.



REED

This is not only a very complete manicure set, but a compact one, for the black leather case folds up flat. "Maid of Honor" is its name, and Cutex is its maker

NEW CUTEX

SALON TYPE POLISH

Breaks all Records

.... for WEAR.... for LUSTRE.... for CHIC!

AT this very minute, a million feminine tongues are wagging—over bridge hands, teacups, knitting needles—about this sensational New Cutex Salon-Type Polish!

"Just look at my nails!" women say. "Would you ever believe I had this marvelous New Cutex Salon-Type Polish put on ten solid days ago, and it hasn't been touched since?"

You'll notice a difference even in applying the New Cutex Salon-Type Polish. It's heavier

than old-fashioned polishes. It "covers" evenly, smoothly, without streaking or running.

A New Principle . . . Progressive Drying

And though, like any ordinary polish, it's dry to the touch in two minutes, it goes on hardening underneath! That's why it "takes root" on the nail surface as old-fashioned polishes never could. Because it isn't brittle, it won't chip. It won't peel. It's fairly *riveted* to your

nails, to stay there for a *week to ten days!*

A Jewel-like Lustre, that won't fade

It's more beautiful than any polish you've ever used, because of its dazzling lustre . . . its quicksilver gleam and glitter! More beautiful, too, because of the wide variety of soft, glowing Cutex shades . . . each keyed to several important costume-color families for Fall. Try this revolutionary new polish on your nails today! Only 35¢ a bottle, so you can get five shades at least!

Northam Warren, New York, Montreal, London, Paris.



**A WEEK IN THE LIFE OF
A DEBUTANTE**

Monday: Had a Cutex Manicure with the new Salon-Type Polish. Couldn't take my eyes off it driving home.

Tuesday: Everyone admired the high lustre of my new polish at bridge today.

Wednesday: Was afraid my polish would chip playing golf, but it's still perfect.

Thursday: Maid's day out. Even after baking and washing dishes, not a flaw in my polish.

Friday: Thought I'd need a new manicure for the theatre, but no! The old one's just like new!

Saturday: Five days and that polish is still without even the tiniest mar!

Sunday: Chief topic at tea today: my week-old manicure. I guess it's permanent!



Clover (above)
The new lowered hipline in a wine gown; with it, Cutex Clover . . . a subtly silvered claret.

THISTLE: A rosy rust that's perfect with all the new ruddy browns, the rich new greens, bright blues, beige, gray.

RUST: Wear it with green, brown, beige, gray.

ROBIN RED: It goes with everything!



GO TO YOUR MANICURIST. What a good dress designer can do for your figure, a professional manicurist can do for your fingers. Ask her which Cutex shade to wear with various costume colors. Any shop displaying the above sign will give you an authorized Cutex Manicure.

Tulip (above)
The fresh, glowing red of the new Cutex Tulip sparkles vividly against the soft blue of this smart suit.

OLD ROSE: A soft, feminine dusky rose. Irresistible with the new wine shades! Quietly effective with all the season's leading colors.

THE NEW BURGUNDY: A purply wine shade. Enchanting with pastels, black, white, and electrically smart with wine, blue.



A NEW MIRACLE IN SKIN CARE

Sunclyme

THRILLING NEW LIQUID EMOLLIENTS FROM SUN-RIPENED TROPICAL FRUITS

Now! A new kind of complexion care has been discovered... soothing liquid emollients, rich in the live organic elements—the oils, minerals and vitamins—of sun-ripened tropical fruits, and containing ingredients known to be the vital reconstructive elements of the skin cells!

Sunclyme emollients provide the stimulating freshness of the lime and lemon, the lush richness of the avocado, the wine-like exhilaration of the papaya. They are free

from dead chemicals, wax, or acids. They penetrate deeply, gently, ridding the pores of waste matter, acting as a solvent to keep the skin faintly moist and dewy like a baby's and thus soft, and free from wrinkles.

You'll thrill, you'll luxuriate, you'll rejoice in the difference Sunclyme emollients make in your skin! Lime and Lemon (cleansing emollient) to cleanse; Persian Lime Foundation Emollient to protect, and to perfect make-up; Avocado Night Emollient to lubricate; and Papaya Skin Tone to tone and refine. The first two—\$1.00 each; last two, \$1.50 each. Write for brochure of complete information to **SUNCLYMEHOUSE**, Dept. V, Miami, Florida.



4 ENCHANTING BEAUTY AIDS IN A THRILLING TREATMENT PACKAGE!

Here's complete beauty care! Four half size Sunclyme Emollients, in an exquisite gift box, for only \$2.50! At leading stores.

Two other delightful Sunclyme products are Sunclyme Face Powder (made from the avocado) extraordinarily close clinging and lasting, \$2.00 the box. Sunclyme Persian Lime Bath refreshingly fragrant, concentrated. Four-ounce bottle \$1.50.

SUNCLYME HOUSE
Miami New York

NEW DANCING STEPS

Four gold leaves half cover these black crêpe sandals, to add glamour for evening. Wear them with a black dinner-dress. Laird Schober slippers; Franklin Simon



This flattering opera pump of black crêpe, absolutely unadorned, is cut in a deep V, with high sides to fit your foot smoothly as a glove. Custom-craft slipper; Best



You'll love the way this shoe hugs your ankle—it's made of supple black satin arches, which grow larger as they climb the instep. Palter deLiso; Bonwit Teller



Curved bands of white faille alternate with curved bands of white satin in this heel-less dancing slipper. Gold piping edges the toe. Delman shoe; Bergdorf Goodman

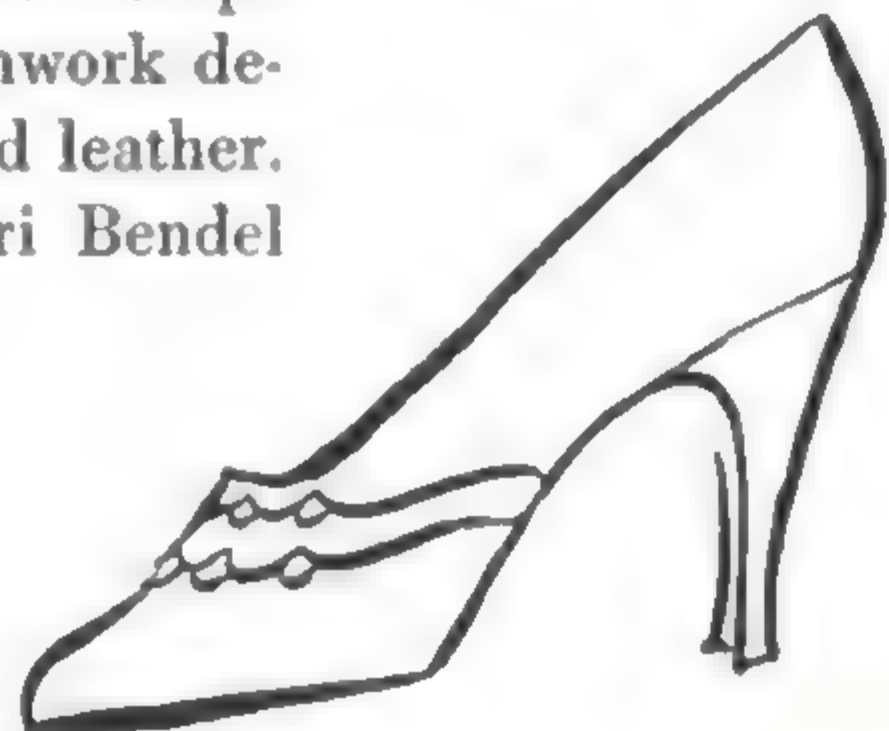


Mesh grows more important for evening sandals—these are black mesh, with satin bands stepping up the front and covering the heels. Delman; Bergdorf Goodman

Have at least one pair of evening slippers cut high. Here is a black crêpe shoe that climbs high over the instep and has open heels. Greco shoe; Henri Bendel



Pumps are a classic, but variations add excitement. The instep of this black crêpe model has an openwork design, edged in gold leather. Greco shoe; Henri Bendel



SHUR-TITE★

Favorite of the Month



\$5

DESIGN PATENT PENDING

SHUR-TITE
ORIGINAL

Sophisticated classic... silhouetted by soft tube-like rolls at top and bottom... and squared off at the base.

Equally smart in suede or calf... black, brown and colors. At all better stores... with other Shur-Tite bags.

"Shur-Tite predicts the style"

GOLDSMITH BROS.

MAKERS OF SHUR-TITE HANDBAGS, 10 WEST 33, NEW YORK

Los Angeles

Paris

London

DESIGNS FOR DRESSMAKING



Colorful **HAIR...**

SCHIAPARELLI decrees a "Shocking" fall...in the lexicon of this international authority, a new and arresting fall shade...a bright challenge flung to the modern woman, bidding her shun the drab and colorless...prescribing a colorful, provocative YOU—from head to toe!

Colorful **YOU**

The fashion picture this fall is a canvas of brilliant color... from hair to heels. Hair first, of course, for hair can make or mar the ensemble. Now all the world knows that women are "made" when hair is Clairol-colored! No matter what blight (of age or neglect) impairs your hair's beauty, Clairol corrects it... imparting living color... chasing the shadows that age your face and kindling lights of loveliness in your eyes, your cheeks... your *tout ensemble*! In the hands of your hairdresser, Clairol will halo your hair in ONE three-fold treatment, shampooing, reconditioning and TINTING... as only Clairol can! Write for free booklet to Clairol, Inc., 132 West 46th Street, New York, N. Y.

Naturally... with
CLAIROL



Robe No. 7850: Time to relax, in this "Easy-to-Make," nicely fitted robe. For luxury, band the collar with marabou. Designed for sizes: small, medium, large



Slip No. 7852: For your basic anatomy, a slip with a low back. In day or evening length. "Easy-to-Make" model. It's designed for sizes: small, medium, large



Jacket No. 7849: This breakfast-in-bed jacket has shirred sleeves and a draped front, held by a tie at the low V-neck. It's designed for sizes: small, medium, large



Nightgown No. 7865: Another nice economy. This Directoire-fitted nightgown has a gathered bodice, high waistline. Designed for sizes: small, medium, large



Nightgown No. 7851: The flattery of shirring again—on a nightgown with binding in a contrasting colour, or of lace. Designed for sizes: small, medium, large

HAWAIIAN CROON

(Continued from page 78) dances at her mother's, known simply as Mother Bray's, where the Hawaiian traditions are ritual, and finally there is Aggie Auld, who adds satire and a sense of humour to her hula.

The island, of course, is full of hulas, from the true ones to the polite and extremely decorous ones put on by Harry Owens, whose interpretation of Hawaiian music is known all over, partly because of his song, "Sweet Leilani," which grew into a national menace after Bing Crosby picked it for the movie, "Waikiki Wedding." (Another of his songs, "To You, Sweetheart, Aloha," has a far better melody.) It is pretty much an adaptation of the yodel to the Hawaiian music. In fact, many of the songs have a distinct yodel in them. This trick of breaking the voice has gone into ever so many native songs. Moreover, the very word, Leilani, practically duplicates the conventional Swiss yodeling syllables. Back in the 'Nineties, Dr. Theodore Richards, who edited Hawaii's hymn-book, brought in the yodel. It was, by the way, at his school—the Kamehameha School for Boys—that the steel guitar was invented.

Although no one knows exactly, the legend goes that one of the pupils, while mending his guitar with a penknife, let the knife slip from his fingers. He loved the whinging *glissando* it made. Repeating his effect intentionally, he experimented with the back of a comb until finally he had a steel bar made. The guitar itself probably came from Portugal, as did its miniature offspring, the ukulele. For their music, the old Hawaiians had no stringed instruments except the ukelele, while the wind instruments were limited to raucous conch-shells and a nose flute. The chants themselves, incidentally, were unmelodic, requiring only the percussion of drums, gourds, and rattles.

To combine that music with its modern expression in the tinkling terms of Tin Pan Alley is always difficult. One of the few white men who can do so is Harry Owens, whose band can play the irregular seven-measure phrases that the Hawaiian sense of rhythm demands. Even though the ancient Hawaiian music was almost entirely rhythmic, the modern musicians of the island have allowed rhythm to be swallowed whole by melody and harmony. Often totally disregarding time values in their singing and playing, they hold on to one deeply satisfying chord for several beats, while the guitar or ukulele strums on cheerfully, its player apparently unaware of any delay.

That Hawaii is primarily melodist and harmonist, instead of rhythmically savage, is mainly because of the missionaries. The whole taste for sentimental tunes and for part-singing came right out of the hymn-books. That is where many of those "characteristic" songs can be traced. "Aloha Oe" itself, which has always been credited to Queen Liliuokalani (but with the music arranged by Professor Berger, the German bandmaster contributed by Kaiser Wilhelm to the cause of culture), has a verse directly echoing "The Lone Rock by the Sea," with perhaps a suggestion of "Take the Name of Jesus with You." Its chorus, of course, is merely a slowing-up of George Root's familiar "There's Music in the Air."

It is not easy to figure out how the Tin Pan Alley influence first crept into Hawaiian music, but suspicion points directly to "Sonny" Cunha, for three years a well-known athlete at Yale, but also the recognized creator of "Boola, Boola." (Nobody has yet found out just what meaning the word has, if any.) His classic contribution was "The Beach at Waikiki."

For a while interest dropped way down in Hawaiian music, but the lag was pulled up recently by Bill Cogswell's and Johnny Noble's "Little Grass Shack in Kealahakua, Hawaii." His melody could be traced to an old lyric nostalgia, "I Want to Go Back to Hackensack," which was also borrowed for "Treasure Island" a few years ago. (Johnny works for the Hawaiian telephone company, carries on a music (Continued on page 137)



LOGANKNIT

Pictured
Elise



"The CROWNtag on every dress means laboratory tested fabric construction, color fastness and dry cleanability."

Style-wise women are finding in *Loganknit* dresses and suits glamorous beauty, authoritative fashion-rightness and sound practicality for informal, sports or formal wear. You will be delighted with the new *Loganknit* fabrics & fashions for winter

Designed and Manufactured Exclusively by

 **LOGAN**
GARMENT & KNITTING COMPANY

LOGAN, UTAH • DAYTON, OHIO • LETHBRIDGE, ALBERTA, CANADA

SURRENDER

*She will, if you give it
He will, if you wear it*



P A R F U M S

CIRÓ

P A R I S

SURRENDER—\$32, \$17.50 \$10.50—AND A WELCOME \$5 SIZE

OTHER CIRÓ ODEURS: REFLEXIONS, DOUX JASMIN, CHEVALIER DE LA NUIT

SHOP-HOUND SHOPS WITHIN SHOPS



LITTLE shops in the big shops. Each one with a personality of its own. Shop-Hound thinks you ought to know your way around among them. These little shops are the pets, the young darlings of the big shops. They share in all the worldly fashion knowledge, the far-flung resources, the wisdom and experience of the big store family. They're crammed with the prize loot of the fashion world, often

translated into the youngest, least expensive terms. Budget shops, débutante shops, costume bars...they go by a hundred names, but they're all set to save you time and worry, and to give the penny an extra fillip.

In Macy's new Little Shops are collected the most exciting dresses, hats, lingerie, and accessories, picked from the whole wide store. Some things cost plenty, some cost but a song—they're in the Little Shops because they have some special flair.

Slip into Macy's Little Accessory Shop in unenlivened black woollen. Stride out looking like a Bérard drawing with a huge red hand-bag of billiard-board felt crushed under one arm. About \$9 for the bag, saddle-stitched; about \$3 for a belt to match. You'll find a whole collection of these overgrown bags, all slightly arrogant, and all very smart. A tremendous tobacco-pouch of a hand-bag, of English suède, costs about \$14. And the famous Schiaparelli chain-mail evening bag has been inflated and made in gold-mesh crochet—so supple that it rolls up in the hand like a theatre program.... Macy's famous Florentine lingerie can be found in the Little Lingerie Shop, adjoining. Slips from about \$6; gowns from about \$8—beautiful hand-made things with hand-work taken from old Florentine designs.

Dresses and hats in the Little Shops have plenty of hoop-la, but no foolishments. Any one ought to be able to find a smart dress here for about \$30. Macy's Débutante Shop has come out into new surroundings, with plenty of sophistication at naïve prices. Sizes run from nine to seventeen, which is good news if you are one of the Good Little People.

"Mimi" is Wanamaker's young hopeful. Here's a lively department with everything for eleven-to-seventeen figures, including sweaters and blouses. One of the nicest things to be found anywhere (especially for about \$40) is a casual coat made out of Stroock's wonderful shaggy fabric with that proud-desert look. Best in that pale, bleached-out natural colour that is so smart for town, worn with a black wool dress. Wanamaker does interesting things with good woollens, cut on simple tailored lines. You can find tailored wool dresses with neat leather belts and buttons for about \$13, *chez Mimi*. In the Sports Shop, there's a shirt-waist dress of Botany flannel—colour of pickled pine—for about \$14. It has pigskin buttons and belt, and you should get one of the Redleaf pigskin bags, imported from England, to go with it. These bags are leather-lined and cost from about \$7.50. (A new batch is expected in December.)

Those smart dresses which your friends so often find at Bloomingdale probably come from the Green Room, treasure-chest of this store. Here you can find French originals for about \$65. Not original Vionnets or Mainbochers, but models designed and made by the small French dressmakers, with plenty of French hand-work and finesse. These go like salted almonds at a cocktail party, so don't be disappointed if you have to wait for the next Collections. Very smooth reproductions of the famous French originals cost from about \$40 in Bloomingdale's Green Room; American-designed clothes—simple and sophisticated—from about \$30. (Continued on page 138)

VOGUE'S SPOTLIGHT

(Continued from page 90) playing a butler who became a politician, with a nice heavy hand far removed from his delightful Prince Albert in "Victoria Regina." He is the proof that these young actors need more experience before being shunted into leading rôles. Miss Landi, on the other hand, played the Countess, like a day-dreaming girl who imagines that she is an actress playing a countess who falls in love with her parents' butler—a tall, handsome, brilliant, and impeccable creature. Somehow the fantasy of the whole conception was summed up by Miss Landi's costume for breakfast with her father and mother. She wore ankle-length girlish white organdie, with a red sash, red high-heeled slippers, and a cart wheel straw hat, ringed with field-flowers.

But there are better horses coming on the carousel than those that have swung past.

HAWAIIAN CROON

(Continued from page 135) publishing business, and used to lead the orchestra at the Royal Hawaiian.) Recently, he wrote two hits, "Little Brown Girl" and "King Kamehameha," and pretty soon he will have "Honolulu Luau," the food song based on an authentic hula ritual.

Almost as well known as "Aloha Oe" is that languorous melody, "Song of the Islands," which was composed by Charles King, another product of Kamehameha School, and thus automatically credited with being at least one-sixteenth pure Hawaiian, an institutional rule. (White residents are always proud of any mixture of Hawaiian blood, if they can honestly claim it.) King has collected and published much of the old Hawaiian music.

Locally as popular as any of these composers, and gradually becoming known on the mainland also, is Alex Anderson, the satirist of Hawaiian music. His "Malihini Mele" is a gorgeous burlesque of the tourist's attempts at the Hawaiian language, and a ribald ditty called "The Cock-Eyed Mayor of Kaunakakai," celebrating the idiosyncrasies of an actual character on the island of Molokai, convulses the natives, especially when Aggie Auld interprets it in a parody hula. But Mr. Anderson has also written some serious and beautiful Hawaiian songs.

Add to these individuals such purely Occidental musicians as Fritz Hart, who conducts the local symphony orchestra and heads the music department of the University, or Verne Waldo Thompson, a splendid pianist and teacher, directing the new and palatial Punahou Music School, and you arrive at the conclusion that Hawaii has at the moment at least three distinct types of music, all important and all apparently irreconcilable. There is the art-music of modern civilization, maintained and encouraged by sound scholars, with the advantage of an occasional concert by a world-famous artist, en route to or from the Orient. There is the primitive folk-music, preserved in records at the Bishop Museum, and in the memories of a few enthusiastic devotees; and there is the frankly popular type of hula and sentimental song, effective largely because of its charming background, and now definitely influenced by the standards and tastes of Broadway and its small-town equivalents.

The classic scholars and the folk-authorities do not seem to resent the intrusion of an up-to-date swing, and Hawaii itself, insistent on recognition as an American territory, hopeful of becoming in time an American state, wrapped up in its prosperous sugar and pineapple business, has no intention of merely slumbering lazily in the spirit and atmosphere of the past. It will give its visitors what they want, and all on the same program if necessary.



You just know she wears them

Iridium colour in Crepe Twist . . . McCallum's sensational new day-time "costume hose." Properly sheer for furs or a suit.

McCallum's in this warm colour . . . with a touch of iridescence . . . add a smart note of richness to your ensemble. McCallum Iridium Crepe Twists are available in three qualities . . . at \$1.00, \$1.15 and \$1.35 the pair. Everywhere . . . at better stores.

McCALLUM STOCKINGS



"I'M hard to please when it comes to cocktails," says Edwin C. Hill, celebrated reporter, radio commentator, globe trotter. "Only a few barmen can mix cocktails just right for me. That's why I always have a few bottles of Heublein's superlative, ready-mixed CLUB COCKTAILS handy. You'll enjoy them as much as I do when you've tried them, I'm sure."

TAKE Mr. Hill's suggestion. . . . Try Heublein's CLUB COCKTAILS. Your first taste will tell you why these are America's most popular cocktails. You'll find them delicious, wholly satisfying. They're made of costliest ingredients, blended by Heublein's veteran experts. And, saving you fuss and bother, these super-quality cocktails come always ready-mixed in the bottle, ready quickly to ice and pour. Only a few veteran barmen can match them in flavor. Not one home-mixer in ten thousand can even approximate it. Each bottle, with proper shaker-icing, supplies eighteen to twenty bumper drinks. And what is left in an opened bottle keeps indefinitely. Order a bottle of your favorite variety today.



YOUR CHOICE OF EIGHT POPULAR KINDS
Martini Medium Sweet (60 proof), Dry Martini (71 proof), Extra Dry Martini (70 proof), Bronx (60 proof), Manhattan (65 proof), Side Car (60 proof), Old Fashioned (80 proof), and Daiquiri (70 proof). At all state operated and other liquor stores. . . . Prepared and bottled by G. F. Heublein & Brother, Hartford, Connecticut.

By HEUBLEIN & HARTFORD

SHOP-HOUND SHOPS WITHIN SHOPS

(Continued from page 136) The Young Cosmopolitans' Shop is Best's gayest and youngest, in sizes eleven to seventeen. One dress in particular you ought to know about. It's made of Viyella flannel, that fine, almost sheer English flannel, in Scotch plaid. Under \$20, with the impeccable Best tailoring. Find here good-looking tweed suits with silver-metal Tyrolian buttons, for about \$30.

The British Roller is the pride and joy of Best's fifth floor hat shop; about \$4.75. Utter perfection in a casual young hat, in any colour you want. And Best, you might like to know, has big, coloured alligator hand-bags, lined with suède, for about \$10. You can go right through all the little shops of this store, picking plums—and the pride of discovery will be yours.

Russeks, famous for doing interesting things with furs, has fur jackets for around \$100, in the College Fur Shop. Waist-length boleros of skunk or Australian opossum...a bearskin jacket, pretty hurly-burly, but original and striking if you're the type to wear it...hip-length jackets of leopard cat and caracal-dyed krimmer.... All of them cut on the straight, forthright lines that every one wants in fur jackets this year. And, for the fun of it, look at the wolverine jacket in this shop; about \$145. Sensational, but, in its way, superb.

The frivolous Desha drawings around the walls of Lord and Taylor's Young New Yorker's Shop give you the idea at once. Head-in-the-air, feet-on-the-ground sort of thing. For about \$20, you'll find a black crêpe dress with a sharply indented waistline, into which fits a vivid striped sash. A sleek, simple dress, with which you can get different effects through changes in belts and scarfs. The sizes, eleven to seventeen, are designed for high-waisted, long-legged young things. For about \$30, you can find a slim black wool dress with a red suède bolero and belt. The bolero goes with evening dresses, too. They think things out for you, like that.

Lord and Taylor's Misses' Budget Department is a haven for the non-affluent, but imaginative. Especially for the dinner and evening dresses, which you can pick in the twenty- and thirty-dollar range. And here's a point that might be made at this time. A lot of bright young women make for these budget shops and débutante departments in the stores not, necessarily, to smooth over their finances, but because they like the clothes.

When you're on the look-out for miracles at Saks-Fifth Avenue, go up to their Seventh Heaven, the débutante shop. Nothing could be sweeter than the Angel Child blouse; about \$7. Consider their bias pleated skirt of Fieldcrest plaid; about \$10—a miracle of fit. Find here, suède blouses, supple as velvet, for about \$13. Everything, including accessories, can be found on this floor, and the fur department transports you to the skies. Saks-Fifth Avenue furs, done with a light touch. They line the sports furs with Rodier-type woollens, for extra dash. A baronduki swagger coat costs about \$125. For about \$500, you can find a full-length coat of June ermine (in a wonderful pale tawny shade), with a natural lynx collar and a wool lining. (Continued on page 139)



SHOP-HOUND SHOPS WITHIN SHOPS

(Continued from page 138)

Jay-Thorp is the shop that has made bars famous for something other than potato chips. It's a solace to know that you can find the stamp of Jay-Thorp chic in dresses that start from about \$23 in the Costume Bar; in hats from about \$10 in the Hat Bar.... Milgrim's Salymil fashions also make a great appeal, and, like many of the débutante departments, not only to the very young. There's something happy about these clothes—and light-hearted about the prices. Dresses start from about \$20; and the fur-trimmed suits and ensembles have great individuality and charm.... Stein and Blaine have a department of young, ready-to-wear clothes. Pay into the hundreds for them, if you like; or find beauty and distinction in an evening dress for about \$30. It would be hard to achieve anything more effective than their white-and-gold lamé coat with black velvet revers (about \$75), over a swirling black taffeta-and-velvet dress (about \$50).

No need, if you're feeling impoverished, to let the Fifty-Seventh Street atmosphere awe you. Henri Bendel has an Immediate Wear Department, with dresses that start from about \$45, to which the glittering young beauties flock.... You can find day and evening dresses at Bergdorf Goodman from about \$40; sports clothes from about \$23—that's the dazzling truth.

When evening dresses are made out of star-dust, Bonwit Teller's Débutante Department will have them, even before the news circulates all around Paris. And they'll not only have allure, but be easy to wear. Their sequin-strewn nets and marquisettes, collected for the holidays, might almost be made of star-dust, at that.... In the new Débutante Coat Department, you'll find a replica of Vionnet's spectacular reversible evening wrap—fuchsia-and-green.... Bonwit Teller's Rendezvous Shop (sizes eleven to seventeen) is famous for good little day dresses of its own design such as the Six-Pocket Dress; about \$25.

The Cricket Shop is Franklin Simon's corner for cocky young hats and blouses. But the whole store takes on the endearing aspect of a small shop with the revival of the Bramley dress. One of the new Bramleys is made of pure raw silk, which has that brisk, clean look of wool. It's made with a tuck-in blouse, belted skirt, and the childish round collar that won all hearts way back in the 'Twenties. All the details of cutting, stitching, and buttons and buttonholes seem just right. And it costs about \$15. There are Bramley hats, in variety—all worthy of the name.

Altman's Young Colony Shop plays the odd numbers (nine to seventeen) and is another of those special departments that think up ideas that you won't find anywhere else. There's a group of English suits, very Young England, with brief, squared, trimly buttoned jackets and skirts with saddle-stitched box-pleats. No hint of the vicar's daughter about them. Exact copies cost about \$40. Also, for about \$40, you'll find coats of imported tweed, made just like a man's. They're lined half-way up with plaid wool and have big, chunky leather buttons. From a smart shop in Cavendish Square comes the original of a black velvet evening coat with a high bodice cut, and a silly, but beguiling ermine string tie. About \$40 for the adaptation.



The Invisible Corsage that Captivates



\$4.50 \$12.50 \$20

MADRIGAL

Wherever you go, leave a fragrant memory of your presence with the lingering enchantment of *Madrigal*, lyric of perfumes by Molinard.

Jasmin Imperial, for the lovers of floral odors, made from the finest blooms in the world.

Both of these exquisite odors, like all of Molinard's distinctive perfumes, are bottled and sealed in France.

JASMIN
IMPERIAL

\$5.50 \$10 \$18.50



Molinard

GRASSE



PARIS

NEW YORK SALON 610 FIFTH AVENUE

*..as Thrilling
as the LEAD in a
new FEATURE..*

*..I am Delighted
with the CUSHION of
COMFORT"*

Anita Colby



**3 STEPS
TELL THE STORY**

Take 3 steps in Perfect Eze. Notice how the Cushion of Comfort "gives" like a soft pillow, absorbing the shock and saving your feet and nerves from cruel punishment. You'll be delighted.



AMORET



FELICE

REGARDED as one of the most beautiful women in Hollywood, Anita Colby is particularly critical of the clothes that grace her exquisite figure. Every detail receives her thoughtful consideration. And this is what she says about Perfect Eze Shoes:

"Perfect Eze have proved as thrilling to me as the lead in a new feature. I am enchanted by their clever styling—and delighted with the Cushion of Comfort these lovely shoes spread over hard pavements and floors."

The patented Perfect Eze Cushion of Comfort absorbs the cruel punishment other shoes pass along to your whole system, assures comfort you've never found even in "comfort" shoes. Central Shoe Co., Manufacturers, St. Louis.

Most styles \$6⁰⁰ SLIGHTLY HIGHER
IN FAR WEST

**PERFECT
eze
SHOES**

At Arnold Constable, New York, The Neusteter Co., Denver

LINES FROM PARIS



A twist of bright silk scarf around the throat, a clump of violets punched casually through the knot—and here you have a new way of adding a bright burst of colour to a simple black dress

Here's an exciting new version of the dinner-coat—black astrakhan fur with strictly tailored lines. It buttons to the waist, then flares sharply. The big flap-pockets are splashed boldly onto the front



Schiaparelli chose great multicoloured pearls and twisted them high around the throat for this gay necklace. Add it for variation on a black dress: combine your own colours with the different strands

Rough brown wool and bands of black astrakhan coordinate brown-and-black in the new French manner for this tunic-suit. It is moulded to encase the figure like a cocoon, in the accepted tube silhouette



FOREIGN POLICY

Right: Everywhere in Paris you'll see plain black suits. Here is one, worn with a high black hat dipping at a dangerous angle; across the shoulders—a luxurious stole of black astrakhan

Below: The throat is a prevalent interest zone, and this black dress has a high neckline, about which are twisted the strands of a pearl necklace, caught nonchalantly with tassels on either side



Above: Borrowed from the peasant women of Austria: a necklace of silver beads—with a beautifully enamelled clasp—worn as a choker with a black dress that is smartly and perennially plain

Right: In Paris, for formal afternoon affairs, black velvet suits are legion. Black fox curves over the shoulders of this one, and there is a huge fox muff. The hat is high; the hair, swept upward



LeVine

Wine on yourself today . . .
FOR THE SMART AFFAIRS OF TOMORROW!

Two new frocks in Duplex Cynara make the fashion headlines . . . two dramatic exclusives to glorify every Fall occasion. Paris inspired them . . . LeVine created them. Smart? . . . Yes! . . . New and utterly fascinating! Shown by 800 smart specialty shops, and exclusive to one store in each city.

The frock on the left available in black, nicotine brown and mahogany. In sizes 16 to 42 at \$19.95.

On the right — black only—12 to 38 . . . \$16.95

If not available at your favorite shop, write —
LOUIS LEVINE & SONS • CINCINNATI

A *Short* PARIS STYLE STORY by SMART SET

THE *Autumn* GLOVE

FOR TOWN AND COUNTRY



It's short! It's sweet! It's smart . . . this new glove that will be seen on the Avenue and at every Bowl from the Yale to the Rose, and from Minnesota to Tulane. . . . It's a glove, and yet a demi-glove. The woman who wears it will be two hands ahead of the mode.

For these "Stubbies" by Smart Set are both pert and practical. Fashioned of glacé kid in Smart Set's own factories, in the season's most sought colors—black and brown. At the wrist line there is a pert bow of suede and kid.

Ask to see Smart Set "Stubbies" on your own hand at the leading department stores or specialty shops in your city.

The Utter Rightness of Smart Set Gloves

. . . is no accident; every pair is styled by designers who establish fashion trends, and made in Smart Set's own factories. That is why "Smart Set" on a glove stamps it as the very essence of quality, smartness, and authentic style.



**Smart
Set**

SHAPIRO GLOVE COMPANY, INC., 180 MADISON AVENUE

LIGHT ROOMS

(Continued from page 114) I brought in our long picnic table from the country and painted it a pale pink. It was an extremely crude, carpenter-made affair, but cloths of modern rough curtain materials made it very effective. The chairs were new ones, bought in their unfinished state, which was a pleasant pine colour; I covered backs and seats with pale pink leather.

My own bedroom was done entirely in a fifty-cent quilted sateen, a cream ground covered with little pink and red rosebuds. I covered the walls with this, pasting it on like wall-paper, and made curtains of it. A large box-spring and mattress were covered with this sateen. There was no headboard; a large bolster took its place. An ample dressing-table, a *chaise longue*, and a few chairs were also covered with the sateen. The effect is very like that of those little French country rooms done entirely in toile de Jouy.

Now we can go home on the coldest, bleakest winter afternoon, and the pink and white and gold and beige of the apartment are so cheerful that we forget the outside world. And the whole thing is practical. There is nothing too fine, and nothing that won't stand cleaning. When a few flowers are added to all this lightness, the effect is most satisfactory to us who live in it.

SECOND BABY

(Continued from page 121) Have one of the long cloth coats, with long-haired fur swirling around the neck and down the front, such as Paquin's coat in September 15 Vogue, or Vionnet's full coat with full sleeves, the same issue.... Nothing is so helpful as a fur coat to cover all—consider the sealskin coat on page 108 of October 15 Vogue, or the black fox day-and-evening jacket on page 112, of the same issue. Those chunky little jackets put your figure back in proportion, and nothing could be smarter, right now.... Carry a muff, both for day or evening.... Get one of those tremendous bathrobe fur coats for evening.

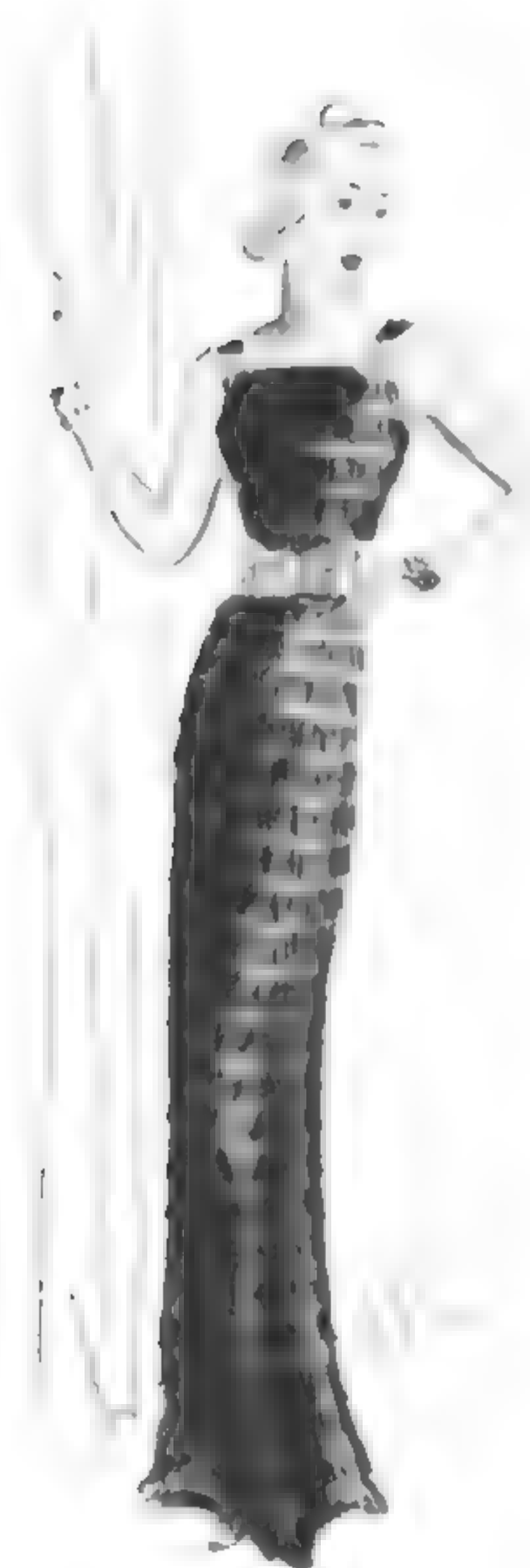
Remember that capes, hanging loosely from your shoulders, give complete camouflage.... Go in for boxy jackets with your suits.... Keep in mind the fact that dresses draped at the bodice and bosom counterbalance beautifully.... And that shiny surfaces are likely to be more dangerous than dull ones.... Don't be afraid of colour on your dress, but keep it up around the neck.... Wear either low V-necks to give you height, or the flattering high necks with shirring starting high at the throat....

Silk scarfs, tucked inside jackets, are good deceivers.... Chunky jewellery at the throat makes a good focus for eyes.... Give up, for awhile, your high heels—medium-square Cuban heels are just made for you, and so is this season's high-cut line, which, incidentally, gives you support for your ankles.... For dinner at home, have house-coats and tea-gowns, like the one we show, velvet brocade, with balancing sleeves and panel effects in back....

Don't attempt those snug cylinder suits, nor anything with a swathed corseted diaphragm.... Pass up, naturally, all the glitter and sequins for evening.... If you're addicted to separate jackets, have them to match the skirt—a midway division of colour is disastrous.... Have your day and evening bags to match your costumes, and as inconspicuous as possible.... Don't go in for hair ornaments, or long, flowing veils....

Keep up, religiously, with your grooming—at this time, particularly, your hair must be perfect.... Keep your hands beautifully cared for, with light shades of polish for the nails.... Go slow on make-up, particularly be wary of using too much rouge and lipstick.... Accent your good points cautiously.... And finally, to lift your spirits, have a new hair-do, one of those that pile your hair on top of your head, up and away from your nape—it makes you look inches taller, and young and scrubbed....

DANCING MOODS



Upper left: Fringe borders the top and cascades down the skirt of this white crêpe dress. About \$40; Bonwit Teller

Above, right: This low-cut black crêpe dress has a matching jacket and gold paillette trimming. About \$25; Russeks

Left: Rows of narrow black fringe file around this slim evening dress, girdled in gold kid. About \$70; Franklin Simon

Lower left: Black taffeta dress with net side panels and taffeta lacing for shoulder-straps. About \$30. Best; Marshall Field

Below: A black net dress with shirred bodice and a diaphanous cloud of net floating from the shoulders. About \$25; Best

THE DRESS
OF THE MONTH*

Hat by Vogue Hat Company

in Kashur Crepe of *Celanese**

Jewel colors whirl over its dull Celanese crepe texture in embroidery that's very Maharaja. You'll wear it for bridge and important matinees. This *Mataloy* fashion is a softly tailored version of the new sculptured silhouette. In black, red, slate blue. Sizes 10 to 20. **\$25**

*Reg.
U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK

PRIMA BALLERINA

(Continued from page 95) She has entered the written history of modern Russian ballet and earned more frequent mention than that of any single dancer, bar Pavlowa, in the chronicles of the art.

Her life is one of small terrors piercing great blobs of suffusing happiness. There is the terror of extra poundage, always lurking. Not that it will alter her contour—but that it will lessen her elevation a fraction, shorten her breath, and cause her male partners to remark that weight-lifting is not what the public is paying for. And so she will nourish herself for weeks on only an apple and a soft-boiled egg per day until her *porteurs* complain that her collar-bone is scraping the skin off their chests. Then she returns to her regular diet of a glass of orange-juice and six ounces of broiled steak per day. She will try not to sleep too little during strenuous touring, for lack of sleep makes her lust for food. But if she sleeps too much, her weight goes up again.

There is the terror of falling, a reason why she crosses her bosom before starting a difficult dance. She has already fallen twice in full view of the audience, at premières. Once, while pirouetting on a portion of the stage floor that a careless stage-hand had neglected to cover with resin, she fell so rapidly and flatly on her face, and arose so quickly, that the audience thought it was part of the choreography. Another time, her partner dropped her, and, when an X-ray was taken of her injured foot, the picture showed a strange bifurcation of the bone, although it was not broken. Mamasha was overjoyed, certain that her daughter possessed the "Nijinsky foot," which, in a kind of anthropological thinking that obtains only in the ballet world, is said to contain a vestigial bone of prehistoric birds.

She is careful of these feet, her fortune, for the wear and tear is great. Thermal changes make them swell, and the pain of dancing then causes tears to well over her mascara'd eyes. She will moan in anguish while waiting her cue in the wings, as eager hands massage the suffering instep, and then fixing a smile, flit onstage on wings of music. Some times, a toe is worn down literally to the bone.

On tour, she spends half of her sleeping life on Pullman sleepers, the other half in inexpensive hotels as near as possible to the stage door. In trains, she is assigned to "Car A" with the other principal dancers and the administrative staff. The occupants of "Car B," the *corps de ballet*, adore her; the musicians in "Car C" respect her; the stage crew and wardrobe hands in "Car D" regard her as an "arteest." When she is having a good "Criteek," she loves them all, but seldom circulates beyond her own dressing-room in which the aroma of flowers, fish-glue (to fasten the slipper securely on the foot), and body heat are attractively comingled.

At champagne parties, she will absorb no more than two drops, talk with charm and vivacity, and always remember to find out, before the end of the evening, who was the host. At drug-store counters, she prefers her orange drink "Widdoutice"; in the cut-rates, she buys all her cosmetics; and the five-and-ten is her shopper's paradise. If there is a Russian tavern in a city, she is certain not to be there. At off moments, she may be found in a museum, or with a volume on Italian primitives. Men are either her admirers or not her admirers.

Once she was guilty of crass self-indulgence when her troupe was booked to appear at a movie palace in a city which could offer no opera-house. The company manager, ready to hang the scenery, came to the theatre to find a dozen customers still viewing the picture. The theatre owner was offered a large bribe to put them out, but he refused, holding that there was a law. The hours passed, the company manager gnashed his teeth, certain that the curtain would be late. Finally, the dozen customers filed out; they were (Continued on page 146)



• Dining is a rite aboard France-Afloat . . . which is as it should be, for here French cuisine is maintained at savory peak for those who know and expect the ultimate in all things which contribute to fine living.

Part of the pleasure of a French Line crossing lies in being with your own kind of people. And part, too, lies in the perfect service aboard ship (by English-speaking stewards) . . . the spaciousness of your bright and airy cabin . . . the reliable Breton and Norman seamanship.

If you have never crossed before by French Line, you have an utterly delightful experience ahead of you. Your Travel Agent will gladly make reservations, without charge. . . . French Line, 610 Fifth Avenue (Rockefeller Center), New York City.

New York to England and France, and thus to all Europe: LAFAYETTE, Nov. 6, Dec. 4 • NORMANDIE, Nov. 10, 24, Dec. 8, 26 • CHAMPLAIN, Nov. 20

Fly Anywhere in Europe via Air-France





Jessie Franklin Turner



at 55th St.
410 PARK AVE.
NEW YORK CITY



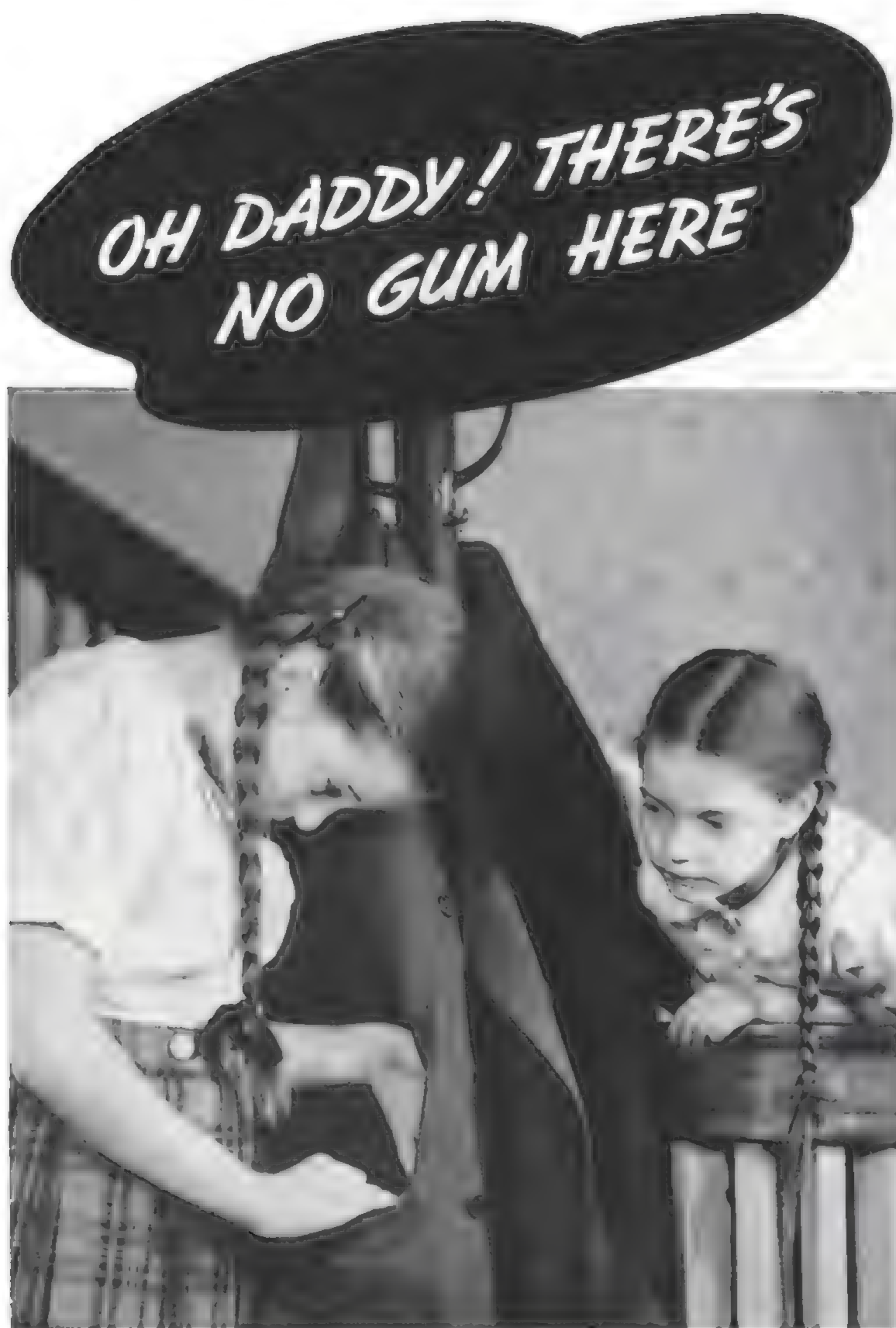
SLOTE & KLEIN, Inc. • New York
world's premier maker of quality belts for women

TRUMP
your belt for November

A fashion triumph. Fine suede in rich colorings. The important-looking metal buckle has suede inserts. Available at the foremost stores, \$1.50.

Copyright 1937 Srote & Klein, Inc.

*Reg. U. S. Pat. Off.



**Always have a supply of
gum on hand. Your druggist will
gladly serve you. Just ask for:**
½ dozen packages of Double Mint



PRIMA BALLERINA

(Continued from page 144) all members of the Ballet Russe, and she was among them. The movies are her only palpable vice.

Yet this modern Russian ballerina must be rejected as a magnet who would draw vast balletic audiences to the till. No glamour-girl, she is consistently mistaken for three other girls by the multitudes who do not know her from the cashier in the corner drug store. She isn't even billed at the front of the theatre.

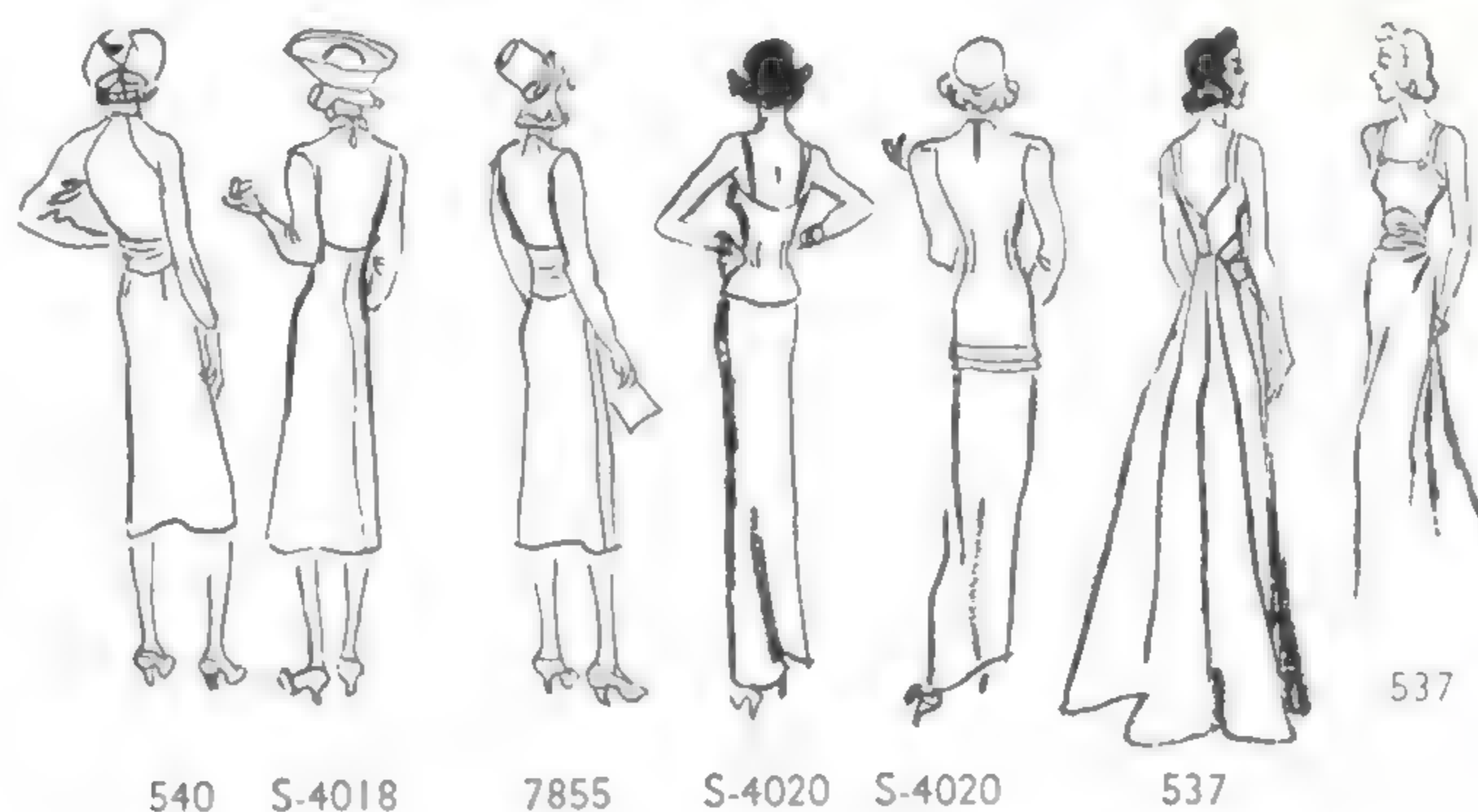
But she is a success. They say, the people who write about the ballet, that it possesses some of the nerve-tingling qualities of football games, bull-fights, and the circus. They say that a book dealing with a notorious left-angle triangle caused the stampede. They say it is the publicity build-up. And others are so crude as to suggest that its drawing-power is tremendous because Russian ballet is a leg-show that affords the multitudes its innocent pleasures without the accompanying conscience-twinges.

Some sort of scientific approach is needed, obviously, to explain how an aggregation of Russians, in addition to a few Czechs, Hungarians, Poles, and English have come here for four successive years, and taken in four million dollars at the box-office. Fabrics, jewellery, hats, and perfume have reached into the Ballet Russe for inspiration. In the Berkshires rests a bungalow named "Sylphides." If a house large enough can not be found, the travelling Slavs will dance in a bull-ring. They did it a few years ago in Mexico City, but it rained upon "Lac des Cygnes" and spoiled the costumes.

Such events do not bother the ballerina. She whirls in her own orbit. There, by tradition and actuality, she is the centre of the balletic universe where males and females are forever meeting on the stage for purposes of courtship or to illustrate some otherwise inexpressible idea in the choreographer's brain. There, where the music may be magical, the costumes breathtaking, dancers in contiguous motion, apparently gravity-free, there is always unconfined joy.

PETER AVERY

DESIGNS FOR DRESSMAKING



Eyes on torsos—with shirring, lacing, banding, those frocks on pages 118 and 119 place their fashion emphasis around the waist, though there's not a belt in sight. Watch that sweater-line—it's news. Designed for sizes: 540, in 14 to 20, 32 to 42; S-4018, S-4020, 537, in 12 to 20, 30 to 38; 7855, in 12 to 20, 30 to 42

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 47.

WINTER WARDROBE

(Continued from page 109) baronduki ascot and fur-edged gloves. Or, if wind blows through you, a gilet of nutria-dyed lapin. If not fur, add more colour to your brown-and-blue combination with a scarf in raspberry, pinky mauve, or pale blue.

For the country, instead of playing safe with a non-descript tweed suit, we've picked the loudest of horse-blanket plaids, with a plain jacket, page 110. We put a sizeable chunk of your budget into this suit—\$35; it's wise philosophy. Don't worry that you will tire of this plaid—look how long the thrifty Scotch wear theirs. You can practise deception with a plaid jacket to match the skirt, that costs about \$20, but is worth it. And, occasionally, wear the plaid jacket with any of the plain skirts you own. Or make a skirt in one of the predominant colours of the plaid from a Vogue design for next to nothing. For further country fill-ins, have one of the knitted dresses shown on pages 112 and 113, which pack like magic and cover a multitude of occasions.

Nor have we forgotten six-o'clock occasions. That small blue hat, veiled amusingly, on page 110, worn with that blue dress on the same page will see you beautifully to tea. Or you might make a change with a pale blue hat and pale blue suède bolero—varying shades of blue together look very new.

For evening, there's the enchanting dance dress, on page 111—black for practicality, but unforgettable in its drifting net skirt, hour-glass waist, halter neck-line. You can double its span with the glittery gold paillette bolero on the same page. Choose the dark red velvet evening wrap, and let it envelope every evening dress you own. You'll notice that we've put very little money into your evening shoes—dance slippers are one place it doesn't hurt to pinch—financially.

LEARN TO BE

Charming



© M. W.

Margery Wilson

America's authority on Charm
Personal adviser to eminent
women in all walks of life.

Distinguished Tributes

RUTH CHATTERTON writes: "Margery Wilson's Charm is all that the title implies and more."

MARY PICKFORD writes: "You are dealing with a subject close to every woman's heart and you have handled it delightfully."

NORMA SHEARER writes: "To capture the elusive spirit of Charm and analyze it for personal cultivation, as you have done, is indeed a boon to all who wish to enhance their power."

Charm is the birthright, the natural heritage of every living soul. The expression of it is the only known insurance for happiness. When a woman reflects her innate Charm all else of value follows as naturally as flowers turn to the sun.

THE NEW CHARM TEST

SENT TO YOU
WITHOUT COST

A FINISHING SCHOOL AT HOME

PERSONALIZED
TRAINING

How much charm have you? Just what impression do you make? Grade yourself with Margery Wilson's NEW "Charm Test." This self-analysis chart reveals the personal qualities by which others judge you. Miss Wilson prepared this new Charm Test because, although the principles of Charm never change, the expressions of Charm which we call *manners* are changing every day. The NEW "Charm Test" together with a booklet called "The Smart Point of View" will be sent to you without any cost or obligation.

In your own home, under the sympathetic guidance of this distinguished teacher, you learn the modern art of self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Through her personalized and thoroughly up-to-the-minute training by correspondence, Margery Wilson makes tangible for you the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.

To receive the NEW "Charm-Test" and the Booklet write to:

MARGERY WILSON

1145 FIFTH AVENUE

15-L

NEW YORK, N. Y.



The trade mark on the cloth or the label guarantees that the Tweed is made from pure virgin wool, spun, dyed and finished in the Outer Hebrides and hand woven by native craftsmen.

FAR away, on the other side of the Atlantic, lie the Outer Hebrides—the home of Harris Tweed. For generations the native craftsmen have won world-wide fame by their skill in weaving Harris Tweeds. The soft but sturdy cloth they produce affords protection against even such weather as these lonely islanders know. Many of the designs are a traditional legacy handed down from father to son. Colors are of rare beauty. Garments made of *genuine* Harris Tweed never fail to lend individuality to the wearer. To safeguard the buyer against imitations of this famous fabric, a trade mark has been registered by the British Board of Trade. Look for it when you buy.

Issued by the HARRIS TWEED ASSOCIATION, Ltd.
5 Coleman Street, LONDON, E.C.2, ENGLAND

**Look for the label on the
garment...Look for this
mark on the cloth...**



*"Dress of your
dreams—
a velvet knit!"*

"The first I've seen! It's knit by Bradley in a new velvet chenille yarn called Veldeaux. Orien Heyward, Hollywood ingénue, is wearing this original model, with Schiaparelli's draped fulness in the front, and spangled mesh and jeweled charms at the neckline. Colors are jewel-tones, too—sapphire with silver, emerald with gold (grand with your complexion, my dear), jet with silver, and other good combinations . . . all lavish and alluring."

HANDCRAFTED BY

BRADLEY

DEHAVAN, WISCONSIN



PHOTOGRAPH BY HURRELL

HAIR-RAISING NEWS

(Continued from page 71) hair around in back and brings it up to the side in large soft curls. The sketch on page 73 shows the swirl idea clearly, and the photograph on page 74 gives another version. Incidentally, a beautiful blonde dancing at the Iridium Room had her hair dressed exactly like our model in this photograph, and every one was admiring it. You will find the swirl effect particularly good under forward-riding hats.

A pompadour effect is good, if it becomes you. One ingenious treatment is to have the short front hair for the pompadour turned over in cinnamon-bun curls on top of your head. Then, beneath the curls in back, the hair is brushed sleek from one side to the other, almost like a riband under the curls. This has been done in the coiffure shown with and without a hat in the photographs on pages 72 and 73, and, if you could see the direct back, you would get the riband effect.

One of the most practical and workable upward suggestions is a compromise. This is to have the hair, which is about two and a half inches long in back, brushed straight up against the head. This gets the hair off the neck, but doesn't swoop it high. You see how this works in the sketch on page 72, and in the photograph on page 75. Just combing it up occasionally keeps this hair in place, and it will look well under any hat except one that fits down over the back of your neck.

If your hair is cut reasonably short, it can be swept straight across the head in back, ending at the left in flat curls. From one side, this looks like a boyish bob; from the other, soft and feminine. You can see this effect in the lower sketch on page 73, and here the front hair is done in a pompadour that is conveniently carried down on the sides. You can brush the bangs away when you get tired of them. (Continued on page 150)

BROWN-WITH-BLACK COALITION



• Left: Here is the famous big baby bonnet that goes on and on through the season. Add it—of black felt with a swirling veil to the shoulders—to a brown dress for your standby colour coalition. From Franklin Simon

• First above: With black or brown—this black kid shoe with a pointed, stitched vamp. Laird Schober; Franklin Simon
• Second above: For afternoon, wear this black suede shoe. A strap laces the high vamp. Laird Schober; Franklin Simon

Wickedly Beautiful

Helena Rubinstein's Red Velvet Lipstick

● To touch off the elegance, the opulence, the seductiveness of the new fall clothes. Helena Rubinstein, who sets the fashions in cosmetics, brings you her rich, luxurious Red Velvet Lipstick.

This fascinating lipstick shade makes your lips look and feel like soft red velvet. Gives them a deep, warm glow . . . a subtle magnetism . . . a gay "Gay Nineties" allure.

Lips that wear Helena Rubinstein's Red Velvet Lipstick are delightful to the touch . . . Smooth as a siren's song . . . Sparkling as witty conversation.

Copy. by Helena Rubinstein, Inc., 1937

That all Helena Rubinstein Lipsticks are famous for preventing the lips from getting dry and chapped and old-looking is an accepted fact among smart women everywhere. Which is but one of the many reasons why today and every day a million beautiful lips are murmuring, "Helena Rubinstein Lipsticks." Red Velvet rouge en creme, 1.00, 2.00. Red Velvet nail polish, 1.00. Lipsticks in all the famous Helena Rubinstein Reds, 1.00, 1.50, 2.00. Rouges to harmonize, 1.00, 2.00. Ask for them at Helena Rubinstein Salons and smart stores.

Helena Rubinstein

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • LOS ANGELES • SAN FRANCISCO • TORONTO

COSMETIC SEDUCTION

Glittering Touch for Your Beauty — Town and Country Make-Up Film, the make-up foundation which makes your powder and rouge look twice as glamorous. Gives your complexion a smart gleam. Keeps make-up fresh for hours. Conceals lines. And actually benefits the skin. 1.50.

Glorification of Dazzling Femininity — Clinging, flattering, protective face powders. In irresistible shades: Peachbloom, Rachel, Mauresque. 1.00 to 5.50.

Sparkling Eyes — Herbal Eye Tissue Oil, to give the eyes a chic young gleam. 1.25. Luminous Eye Shadow: emerald, bronze, jade, blue, blue-green. 1.00. For deep-fringed loveliness, Persian Mascara: black, blue, blue-green, brown. 1.00.

Skin of Dazzling Fairness — Daily beauty treatment: Herbal Cleansing Cream Special, 1.50, 2.50, 4.00. Skin Clearing Cream, 1.00, 2.50. Skin Toning Lotion Special, 1.25, 2.50.



The handbag's in high favor with high fashion this fall. It's luxury—sleek, simple, smart. Imported, of course, beautifully styled, and hand finished superbly, to every last, unseen detail. The imported Wear-Clean doeskin and hogskin gloves are hand-stitched with Old World care. Such flair they have . . . such wear they give . . . come in and see many more like them.

C.W. DAVENPORT
Importer

366 Fifth Avenue • New York

LONDON • VIENNA • PHILADELPHIA

"TISH-U-KNIT" by LÉON



A Modern-Classic Sweater of Charming Grace . . . It Contours the Figure with a Certain Allure!

Of Zephyr Finissimo, with a Rhythmic Ripple in Stitchery... Invitingly Priced at \$3. Featured by the Smartest Fashion Shops Everywhere.

Style V-1862

For Name of Nearest Shop, Please Write to
OLYMPIC KNITTING MILLS • 141 W. 36th ST. N.Y.C.

HAIR-RAISING NEWS

(Continued from page 148) If you can stand a centre part from the forehead to the nape of the neck, one amusing stunt is to bring the hair straight up from the sides, turned over into two rolls that go the length of your head, like coxcombs. Or, still with the centre part, bring the two front sections of hair and the two back sections up to meet at the top of the head in a cluster of large, soft curls. This takes a lot of wearing, and it is difficult under hats, but it is a triumph if you can do it.

An easier way to treat a back-centre part, which is always effective if you can manage it, is to take the two sections of back hair and cross them high, one over the other, anchor the sections with combs, and curl the ends over. The front hair is brought back in a slight pompadour, with the ends in curls that join with those coming from the back.

About making your hair stay up. If it slips down and starts wisping, you are lost. But it isn't so hard as you think. For one thing, no good hair-dresser is going to hack your hair off so short in back that it can't be caught into smooth rolls on top. Then, you can do wonders by brushing and brushing with lotion or brilliantine. Also, there are new little combs especially made to catch and hold your hair in place. Guillaume designed them. They are at the Elizabeth Arden salons, and they really work. And, finally, there is the definite compromise up-movement, which we have described before and which won't slide down as long as you have a comb or brush to slick the back up (sketch on page 72 and the photograph on page 75).

As for wearing your hat, the only hair that is really difficult to cope with is the unrelieved up-all-the-way-around line. This is the most extreme version anyway, and will probably



• You're due for a shock. About a week after your next Peggy Sage Manicure! For her magical new polish wears TEN days at least without the tiniest mar—

as if it had grown on!

Donning any one of her five wicked new shades is as exhilarating as a new Paris hat. There's striking PIMIENTO, a THISTLE, full of nuance, an orchidaceous WISTARIA, a silver-veiled purple called CLOVER, and an odd, off-shade NASTURTIUM. At better shops everywhere.



Peggy Sage

Salon Manicure Preparations
50 EAST 57TH STREET
NEW YORK CITY • PARIS, LONDON

HAIR-RAISING NEWS

make its appearance more generally at night when hair is done especially for the occasion. As for the rest of the upward lines, they do beautifully with your hats! Tilted way forward; balanced completely on one side; rising high, but cut away in back, the new hats call out loud for an upward sweep of hair. We took six sets of coiffures, ladies, and hats (as you see on page 70 to page 75), and it surprised even us to see how smoothly the hair went under the hats.

IMPORTANT ADDENDA: Pompadour effects are good for your front hair, if they don't make you look school-teacherish.

Short front hair can be worn in bangs occasionally, but not as an every-day habit.

Little curls, little rolls are out, *dead*. Big cinnamon-bun curls; soft, flat coils; ends that just turn back on themselves are the way to finish the top of your head. These are made with more hair than before, and they are fewer in number.

The final effect on your head should be a smoothed, brushed look, not a set, waved look.

Hair shouldn't be cropped in back to get the upward effect. Even when you brush it to the side, there should be enough to roll the ends into place.

You must let your hair-dresser thin your hair. Even when your long bob is shortened, he can't do anything with a thick mass.

You must have a loose wave—a tight one is ruination.... This means lighter, and more frequent, permanents.

If your hair-line isn't good, have it shaped with a wax-like depilatory. Slay any one who tries to use a clipper on it.

Brushing, brilliantine, lotions—anything that gives a sheen is more important than ever with hair going up.



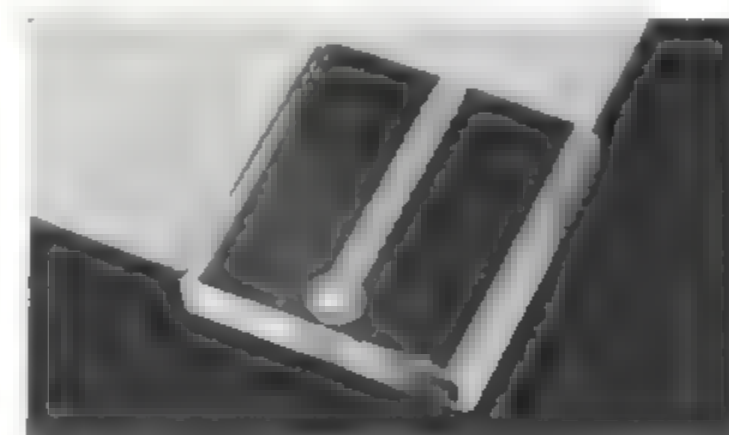
*A new idea
in compacts*

VANSTYLE PUL-PUF

A compact of exceeding beauty, with a hidden device that loads a double-sided velour puff, when withdrawn, with just the right amount of powder. You always get enough. Never do you tap the puff to shake off excess powder.

Vanstyle micro-nized rouge, used in Pul-Puf, is of the finest texture. Puffs and rouge refills

available. Rouge comes in light, medium, vivid and raspberry. The Pul-Puf is metal and enamel—alcohol and tarnish proof. Single compacts, \$2 up. Double, \$2.50 up. Embossed, brocaded, engine-turned and jeweled designs.



Vanstyle Specialties
Corporation
303 Fifth Avenue
New York City

PRESENTING
LE
TAMBOUR
MAJOR

Bruck-Weiss
ORIGINAL NEW YORK
ONE WEST FIFTY-SECOND STREET

LAZARNICK

J. L. Brandeis & Sons . . . Omaha, Nebraska	Sanger Bros. Inc. . . . Dallas, Texas
Wm. H. Block Co. . . . Indianapolis, Ind.	Wm. Hengerer Co. . . . Buffalo, New York
Woodward & Lothrop . . . Washington, D.C.	Broadway Hollywood . . . Hollywood, Calif.
Mandel Bros. . . . Chicago, Ill.	Levy Bros. D. G. Co. . . . Houston, Texas
G. Fox & Co. . . . Hartford Conn.	L. S. Donaldson Co. . . . Minneapolis, Minn.
City of Paris D. G. Co. . . . San Francisco, Calif.	H. C. Capwell Co. . . . Oakland, Calif.
Mabley & Carew . . . Cincinnati, Ohio	Bon Marche Co. . . . Sacramento, Calif.
Albert Steiger Inc. . . . Springfield, Mass.	

CREATED BY
Janet Taylor

A luxurious gold bodice
moulded into a sashed
Parmosa Crepe Skirt
... for your gay hours.

NEW YORK & BROOKLYN
Russels
PHILADELPHIA, PA.
The Blum Store
CHICAGO, ILL.
Carson, Pirie, Scott & Co.
PORTLAND, OREGON
Olds, Worthman & King
DALLAS, TEXAS
Sanger Bros.

Priced about \$30.
at these and
other fine stores.

Janet Taylor
ORIGINAL
REGISTERED WITH U.S.A.

525 Seventh Ave., New York

what hands reveal

And Why
REVLON NAIL POLISH
Offers 21 Shades

Princess Alexandra Kropotkin, life long member of International Society, has written for Revlon a booklet that you are sure to want. It is entitled, "Your Hand, Madame."

"Hands", writes the Princess, "disclose our character, reveal our taste and breeding, unmask our individuality." She tells how to develop a charming personality and reveals ways to win social success by the expressive use of hands.

Get your copy of this fascinating booklet wherever Revlon Nail Polish is sold. It's FREE. Or write direct—Department V.

Revlon
 125 West 45th Street, New York

Fashion Right - NAIL ENAMELS - Fashion First

REGIMENTAL STRIPES

Echo
SCARF
 of the
MONTH

\$3.50

Reflecting the attitude of a fashion-world suddenly gone military conscious, Regimental Stripes dominate the scarf picture. Authentic colorings in superb quality, with every bit of the color and pattern woven in.

At leading stores everywhere or write

**EDGAR C. HYMAN CO., 485 FIFTH AVENUE
 NEW YORK CITY**

PARIS LETTER

PARIS is as full of people as it was in the spring, and almost as gay. There is an invasion of smart English and American women, buying their winter wardrobes (the couturiers have never done such a volume of business), and a sprinkling of cinema stars to give a note of glamour.

Marlene Dietrich—looking very ravishing with Paquin's knee-length marten coat over her shoulders—is again buying like mad—particularly from Paquin, Schiaparelli, and Agnès. She has bought Schiaparelli's embroidered wrist protectors, to wear with a plain black dress, and also the great sex-appeal green lamé that Bérard drew for our September 1 issue, page 79. She has also bought the black wool and velvet-embroidered dinner-jacket, and all of Schiaparelli's house pyjamas.

The Duchess of Windsor bought Mainbocher's tulle and sequin evening dresses, also a striped lamé with a Watteau back, and a simple wine-coloured broadcloth day model. Instead of the blues to which she is usually devoted, she is favouring black, brown, and dark reds. Mrs. Thomas Shevlin has picked Chanel's coffee-coloured net dress trimmed with candy-box ribbon (September 15, page 137) and a navy-blue velvet dress with a pale blue chiffon scarf that can be worn as a hood. Comtesse Elie de Ganay has chosen Paquin's light grey woollen suit, with grey fox wrapped around the neck and arms, and Suzy's white sailor worn with a blue veil.

"Bagatelle" has reopened, and promises to be Europe's gayest night-club. After twelve o'clock, you can find every Paris visitor either there or at the "Bœuf sur le Toit." At dinner-time—at the Monte Carlo or Maxim's. You can examine celebrities at close range at the "Bœuf"—if you can see through the smoke. Cole Porter is a devotee, and Keith Winter, the young English dramatist, is often there—looking very undressed in a collarless striped cotton sweater.

The music has been beautiful and varied all through September. The Bayreuth Opera gave a bad "Tristan und Isolde" and a good "Walküre." Russian singers have taken Paris by storm with voice and music. When you watch that immobile, expressionless chorus working like notes on a piano rather than human beings, you realize what power mass-feeling can have. Their music is not only moving, but some of it is very new and strange. They introduce whistling through the fingers, jingling bells, and a lonely, muted horn, which makes a fantastically lovely sound. The audience—largely Russian—screams and yells with delight, and every number has to be done over two or three times. It is really a spectacle to stir up sluggish blood.

The Exposition goes on—still jammed to the gates. You now suffer from claustrophobia even in the open squares! After a week-end in the quiet of London, Paris seems a throbbing,

Fall Fashion Note!

At parties serve Great Western—one of the world's fine champagnes. Six times the winner of awards for its outstanding excellence in competition with European vintages. Made by the time-honored French method of slow fermentation in the bottle.

Great Western
AMERICAN CHAMPAGNE
 Pleasant Valley Wine Company, Rheims, New York

PARIS LETTER

exciting city. As to London—one Frenchwoman went to Quaglino's one night in a new black Chanel dinner-dress and coiffure, and the management refused to let her dance unless she took off what they called her "hat." She explained that it was an evening coiffure, and very smart, but they replied that there were so many Americans in London just then that they could not let down their standards.

Back in Paris—Hermès has one of the most exciting glove collections in years. The newest shape is a very short, one-button inside, with a longer, oval-shaped, flat cuff extending up the back of the wrist. For evening, this model has a single flower medallion on the back of the hand, and no stitched lines.

Another new model is a longer glove (about a six-button) with the cuff shaped like a calla-lily. Then there are at least a dozen very plain, but excellent, gloves of doblis (sueded calf). The great point about all these new gloves is the heaviness of the leather. Doblis is used most of the time, but, even when antelope is used, it is very heavy—even for evening gloves. The best day colour is a deep dried-corn colour—divine with black. There is also an ox-blood red, an ash-brown, very clear navy-blues, and—in the calla-lily shaped afternoon gloves—light pastels in blue, rose, and green.

For evening, there are three types with embroidery: the oval-backed, short-palmed ones, with embroidered medallions. The long, rather stiff ones (giving a rubber-boot effect rather than a soft, crushed appearance), embroidered with a narrow, delicate band of leaves in gold or silver, or with an embroidered band around the wrist and top. And the short, straight, one-button ones with a narrow band of gold embroidery around the wrist and gold over-stitching on the back of the hand. Embroidery on gloves is certainly evening news. The colours are lovely—cream, greyish mauve, greyish turquoise, raspberry, and a strawberry-and-cream pink.

Schiaparelli is wearing big gold scrollwork epaulets set in topaz—Boivin creations. They are high and bulky—and a little theatrical, but the idea is good. Big, important clips worn on the shoulders are certainly a new idea.

Louise Bourbon's newest hats are flat and El Greco in type. The crowns are like big, flat pie-pans, and the brims are rolled up at the sides and back, and dip down in front, with flowers, or pine-needles, or fur feet or heads for trimming. Her idea of using clipped ostrich instead of fur for *chéchias* is an excellent one. Schiaparelli's new hats continue to tower. Agnès is making berets that shoot straight up in front with flowers tucked into draped folds. And one of her most attractive new hats is a draped black taffeta turban with a huge bow in front—Marlene Dietrich bought it. Suzy puts a gold lace headband on a black felt *chéchia*, and gold wings on each side of a felt beret.



Spectra

United States Glass Co.

GENERAL OFFICES, NINTH AND BINGHAM STS.
PITTSBURGH . . . PENNSYLVANIA

HEADING MANY CHRISTMAS SHOPPING LISTS THIS YEAR!

This sensational new design, hand blown and hand cut by famous TIFFIN Craftsmen, is timeless in its ability to blend with any setting . . . refreshing and exciting to the eye. See it . . . and your Christmas giving will be simplified!

[In department stores and
gift shops coast-to-coast.]

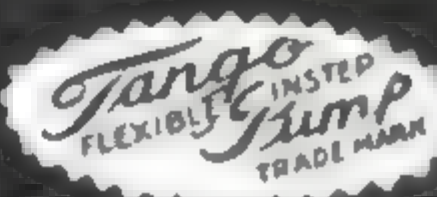
Don't Wear Pumps that Cut
Your Instep . . . Wear Tangos!

*"It's Smart to be
Comfortable"*



Tango flexible instep pumps cannot cut your instep because they are flexible at the very spot where other pumps cut. . . . At better stores everywhere.

Look for the *Tango* label



BELT of the MONTH

REG. U. S. PAT. OFF.

by Schaffer

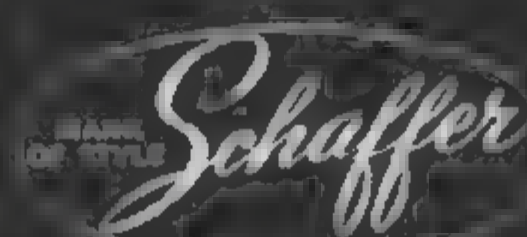


BUCCANEER

\$1.50

Suede in colors of the season with dashing gold buckle. At leading stores everywhere

Look for the Schaffer trade-mark to identify the authentic Belt of the Month. This imprint



stands for the fine styling, workmanship and quality found in all belts by Schaffer.

SCHAFER BELTS, INC. 8 West 30th Street, New York
WORLD'S FOREMOST MANUFACTURER OF QUALITY BELTS FOR WOMEN

See how the
KLEENEX
200 SHEET
Pull-Out
Package
Saves Tissues
Time-Trouble



A TISSUE ALWAYS READY



PULL IT OUT



ANOTHER TISSUE READY

200-SHEET KLEENEX NOW 2 for 25c
... the handy size for every room

• Only Kleenex has this tissue-saving Pull-Out Package that automatically serves up one double sheet at a time... means no waste, no mess, no fighting the box.

And now that 200-sheet Kleenex is reduced to 2 for 25c, it brings you *Double Economy!* Buy your supply today... it's the handy size for every room and for the car.

KLEENEX*
DISPOSABLE TISSUES
(*Trade Mark Reg. U. S. Patent Office)

SOCIETY

BIRTHS

NEW YORK

Ammidon—On September 4, to Mr. and Mrs. Hoyt Ammidon (Elizabeth MacIntosh K. Callaway), a son, Hoyt Ammidon, junior.

Barringer—On September 5, to Mr. and Mrs. Benjamin Lang Barringer (Anne W. Allen), of New York and New Canaan, Connecticut, a daughter, Anne Wynne Barringer.

Cole—On September 21, to Mr. and Mrs. Henry P. Cole (Katherine S. Bullock), a son, Henry P. Cole, junior.

Murphey—On September 23, in New York, to Mr. and Mrs. Chauncey H. Murphey, junior (Mary Avery), of North Stamford, Connecticut, a daughter, Winton Murphey.

Putnam—On September 23, to Mr. and Mrs. Henry Wilson Putnam (Elizabeth Ackermann), of Woodmere, Long Island, a son, Michael Ackermann Putnam.

Toy—On September 27, to Mr. and Mrs. Horace R. Toy (Barbara Fish), of Greendale, Long Island, a son, Thomas Dallam Toy, third.

Woodhull—On September 15, to Mr. and Mrs. William T. Woodhull (Harriet Borden Hubbard), of Bronxville, New York, a daughter, Elizabeth Armstrong Woodhull.

COLUMBIA, SOUTH CAROLINA

Baker—On September 19, to Mr. and Mrs. T. Meade Baker (Anne Graves), a daughter, Laura Meade Baker.

Clarke—On August 19, to Mr. and Mrs. Samuel Clarke (Marian Walker), a son, Samuel Clarke, junior.

EAST WILLISTON

Post—On September 19, to Mr. and Mrs. William Post (Elizabeth Andrew), of East Williston, Long Island, a son, William Post, junior.

ELMIRA

Crew—On September 27, to Mr. and Mrs. David Bruce Crew (Helen Canter), a son, David Bruce Crew, third.

MEMPHIS

Lane—On September 21, to Mr. and Mrs. Hunter Lane (Lucille Barrow), a daughter, Lucille Barrow Lane.

NEW HAVEN

Brewster—On September 11, to Mr. and Mrs. William A. Brewster (Phebe Warren), a son, William Patrick Brewster.

MacDonald—On September 18, to Mr. and Mrs. Herbert Stanley MacDonald (Margaretta Miller), a son, Herbert Stanley MacDonald, junior.

Warren—On September 7, to Mr. and Mrs. Richard Warren (Emeline Shaffer), a son, Richard Warren, junior.

PHILADELPHIA

Haines—On September 15, in Hollywood, California, to Mr. and Mrs. William Wister Haines (Frances S. Tuckerman), of Hollywood and Philadelphia, Pennsylvania, a son, William Wister Haines, junior.

Mears—On September 21, to Mr. and Mrs. C. Singleton Mears (Anna de Lancey), a daughter, Margot Mears.

READING

Ryan—On September 8, to Mr. and Mrs. Burns Ryan (Evelyn Mays), a daughter, Nancy Burns Ryan.

BIRTHS

SAINT LOUIS

Davis—On September 25, to Mr. and Mrs. Samuel C. Davis, junior (Amelia C. Overall), a son.

SAN ANTONIO

Nelson—On September 10, to Mr. and Mrs. Strauder Goff Nelson (Kittie West Schreiner), a son, Charles Schreiner Nelson.

SPOKANE

Coman—On August 25, to Mr. and Mrs. Edmund Zan Coman (Beulah Bishop), a son, Edmund Zan Coman, junior.

WATERBURY

Bristol—On September 23, to Mr. and Mrs. Milton Allerton Bristol (Barbara Goodsell), a daughter, Barbara Bristol.

Kellogg—On September 22, to Mr. and Mrs. Thomas Parsons Kellogg (Margaret Allen), a daughter, Sara Kellogg.

ENGAGEMENTS

NEW YORK

Carrott-Boardman—Miss Jane Carrott, daughter of Mr. and Mrs. Orville Browning Carrott, of Greenwich, Connecticut, to Mr. William Hall Boardman, son of Mr. and Mrs. Francis Boardman, of Riverdale, New York.

Chard-Carpenter—Miss Beatrice Barclay Chard, daughter of Mr. and Mrs. Thornton Chard, of New York and Cazenovia, New York, to Mr. George B. Carpenter, son of Judge George A. Carpenter and Mrs. Carpenter, of Chicago, Illinois.

Loom-Dixon—Miss Constance Peabody Loom, daughter of Mr. and Mrs. Matthew J. Loom, of New York and Great Barrington, Massachusetts, to Mr. Theodore P. Dixon, junior, son of Mr. and Mrs. Theodore P. Dixon, of New York and Sag Harbor, Long Island.

Marckwald-Bushnell—Miss Isabelle Kirkpatrick Marckwald, daughter of Mr. and Mrs. Albert Hunt Marckwald, of Short Hills, New Jersey, to Mr. Daniel Bushnell, son of Mr. and Mrs. Henry Davis Bushnell, of Montclair, New Jersey.

Pagenstecher-Frank—Miss Dorothy Helene Pagenstecher, daughter of Mr. and Mrs. Albrecht Pagenstecher, of New York and Glen Cove, Long Island, to Mr. Charles A. Frank, junior, son of Mr. and Mrs. Charles A. Frank, of New York.

Patteson-Irvin—Miss Jane Sheppard Patteson, daughter of Mr. and Mrs. Robert A. Patteson, of Tarrytown, New York, to Mr. James K. Irvin, of Irvington-on-Hudson, New York, son of Mr. and Mrs. Arba J. Irvin, of Evanston, Illinois.

Peugnet-Lippincott—Miss Virginia N. Peugnet, daughter of Mr. and Mrs. Ramsay Peugnet, of Bronxville, New York, to Mr. Morris d'I. Lippincott, son of the late J. Evans Lippincott and Mrs. Lippincott, of Cincinnati, Ohio.

Ross-Webb—Miss Sarah Norwood Ross, daughter of the late John Henley Ross and Mrs. Ross, of Madison, New Jersey, to Mr. Herbert St. John Webb, son of the late Herbert St. John Webb and Mrs. Webb, of Montclair, New Jersey.

powdre

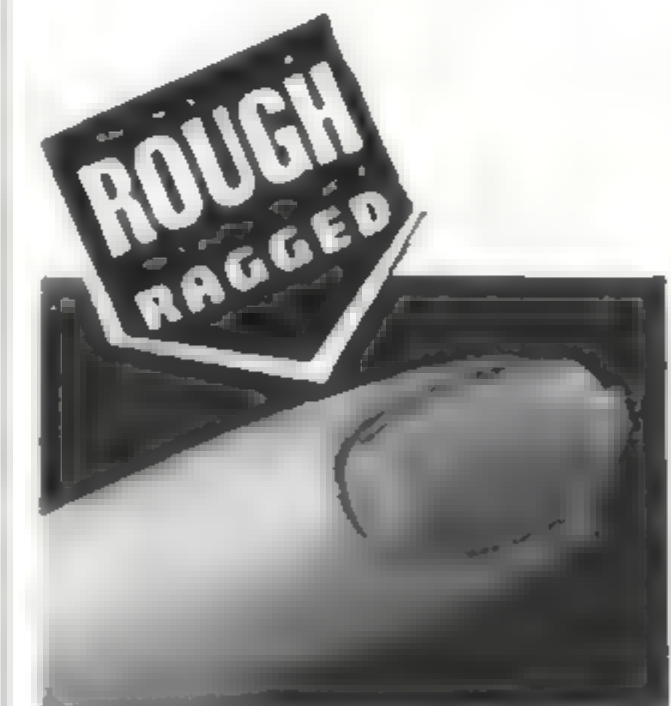
De Luxe Face Powder Presentation
(Seven Distinctive Shades)
\$1.50

TWEED

Also the MIRACLE and GARDENIA DE TAHITI

Lenthéric

DON'T CUT CUTICLES



Smart New
Cosmetic
Beautifies
Nails While It
Softens Cuticle

This clever new preparation removes tough, dead cuticle without scissors, and at the same time keeps nails flexible and easy to shape.



**SOFT
SMOOTH**

It brings out their natural beauty. It is a cuticle remover, a cuticle oil and a stain remover, all in one.

You may not have time for long expensive manicures, but with Manicare you simply brush your fingertips a minute a day, to keep nails nice. No hangnails or brittleness. 35c at druggists. Trial size at 10c stores.

Courtenay's
MANICARE

"LEGIONNAIRE"

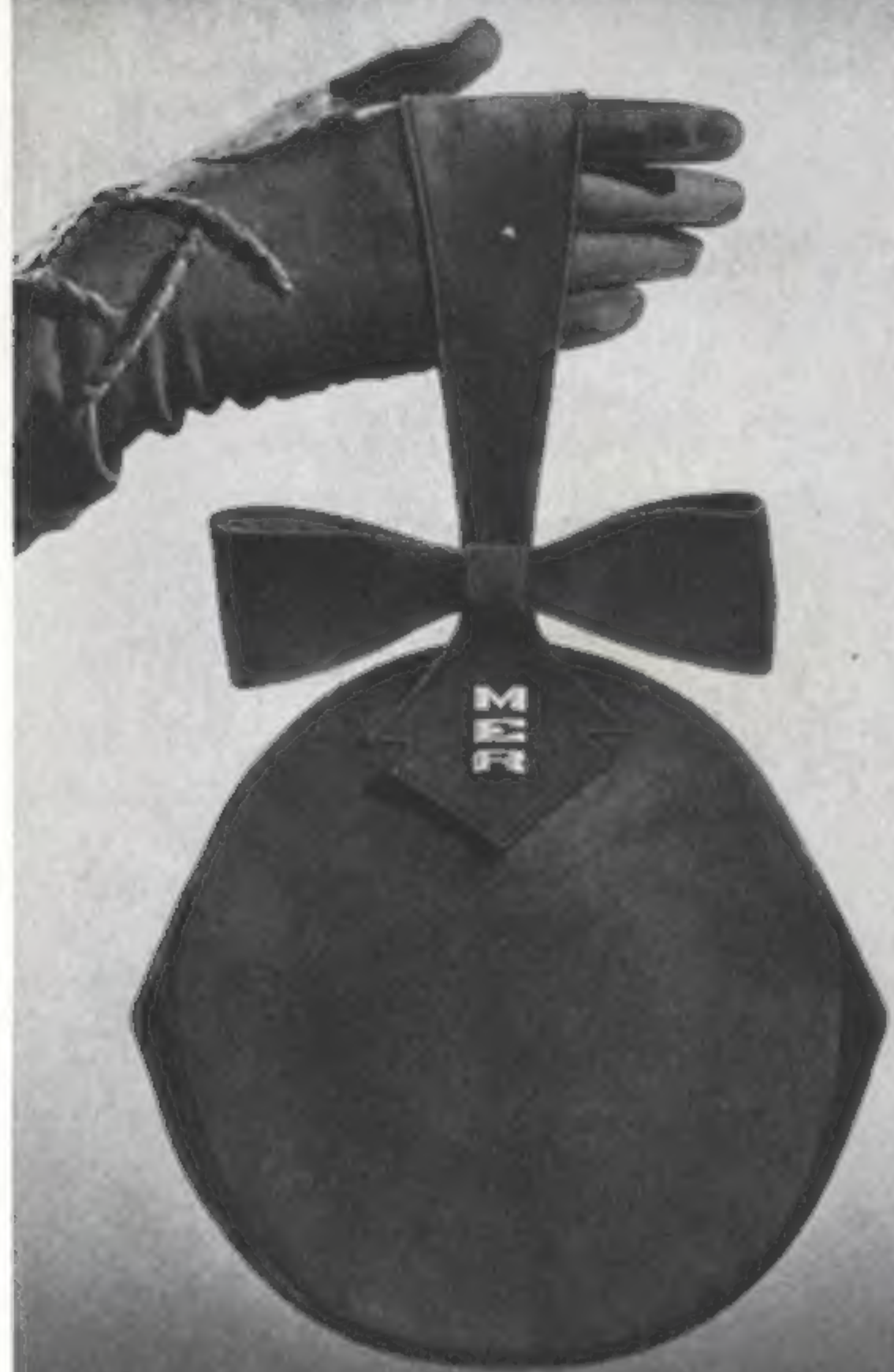
THE *Belt-Mode* for NOVEMBER

\$150

SUEDE in all new Autumn shades

At Better Stores Everywhere Insist on originals by
BELT-MODES, Inc., 1 East 33rd St., N.Y.C.

The BOW BAG is a



BEAU CATCHER

Dangle this from your wrist, and watch the heads turn 'round! Paris-inspired, it's an arrestingly new shape, a deep oval with a pannier handle, and a strategically placed bow for added chic.

*French Antelope
suede, black, brown,
wine, green; black,
brown, or navy calf.*

Look for the little gift sign in the lining

Your Guarantee of Smartness
and Exquisite Workmanship



VIRGINIA ART

Handbags of Distinction

Get our November Bag for \$5 at

LORD & TAYLOR

Fifth Ave. at 38th St., New York

Saxon-Cullum—Augusta, Ga.
Hutzler Brothers Co.—Baltimore
E. T. Slattery Co.—Boston
Marshall Field & Company—Chicago
Volk Bros. Co.—Dallas
The J. L. Hudson Co.—Detroit
The Dayton Co.—Minneapolis
B. F. Dewees, Inc.—Philadelphia
Woodward & Lothrop—Washington, D. C.
The Liberty House—Honolulu, Hawaii

or at your favorite department
store or gift shop.

SOCIETY

ENGAGEMENTS

Schley-Clark—Miss Jane Schley, daughter of Mrs. Plummer Schley, of New York and Sharon, Connecticut, and of the late Grant Barney Schley, to Mr. Walter D. Clark, son of the late Walter D. Clark and Mrs. Clark, of Flushing, Long Island.

Sykes-Hale—Miss Martha Greenleaf Sykes, daughter of Mr. James Greenleaf Sykes, of New York and Dorset, Vermont, to Mr. David Clendon Hale, of New York, son of the late David Campbell Hale and Mrs. Hale, of Cambridge, Massachusetts, and Surry, Maine.

Wrigley-Flaherty—Miss Marian Chapin Wrigley, daughter of the late Reverend Dr. Charles Wrigley and Mrs. Wrigley, of Brooklyn, New York, to Mr. James Dion Flaherty, of Brooklyn, son of Mr. and Mrs. Denis Flaherty.

BALTIMORE

Kemp-Hammond—Miss Louise Hopkins Kemp, daughter of Mrs. W. Thomas Kemp, of Annapolis, Maryland, to Mr. Jacques Redway Hammond, son of Mr. and Mrs. E. Walden Hammond, of Rochester, New York.

BIRMINGHAM, ALABAMA

Kidd-Porter—Miss Josephine Kidd, daughter of Mrs. Charles Milton Kidd, to Mr. Lee McGehee Porter, junior, son of Mr. and Mrs. Lee McGehee Porter.

CHICAGO

Poole-Rich—Miss Nancy Marie Poole, daughter of Mr. and Mrs. Ralph Hutchinson Poole, of Lake Forest, Illinois, to Mr. Joseph Earles Rich, son of Mrs. Reuben J. Rich, of Winnetka, Illinois.

COLUMBIA, SOUTH CAROLINA

Brooks-Sanders—Miss Jane Brooks, daughter of the late Berrien Brooks and Mrs. Brooks, of Columbia, South Carolina, to Mr. Joseph Hollowell Sanders, junior, son of Mr. and Mrs. Joseph Hollowell Sanders, of Murfreesboro, Tennessee.

Lafaye-Marshall—Miss Mary Doar Lafaye, daughter of Mr. and Mrs. George Eugene Lafaye, to Mr. Lawrence E. Marshall, junior, son of Mr. L. E. Marshall.

DENVER

Sweeney-Olmsted—Miss Florence Sweeney, daughter of Mr. and Mrs. Bayard Sweeney, to Mr. Prescott Olmsted.

GLEN RIDGE

Ferris-Anderson—Miss Jean Derby Ferris, daughter of Mr. and Mrs. Herbert Henry Ferris, of Glen Ridge, New Jersey, and Riverside, Connecticut, to Mr. Nils Anderson, junior, son of Mr. and Mrs. Nils Anderson, of Plainfield, New Jersey.

LA JOLLA, CALIFORNIA

Rubicam-Brockway—Miss Elizabeth Anne Rubicam, daughter of the late George Williams Rubicam and Mrs. Rubicam, of Saint Louis, Missouri, and La Jolla, to Lieutenant George Henry Brockway, U. S. M. C., of San Diego, California.

PHILADELPHIA

Bird-Phillips—Miss Mary Reynolds Bird, daughter of Mrs. Francis W. Bird, of East Walpole, Massachusetts, to Mr. Walter Massey Phillips, son of Mr. and Mrs. Joseph L. Phillips, of "Shady Bank," Torresdale, Pennsylvania.

ENGAGEMENTS

Haines-Okie—Miss Sarah Shippen Haines, daughter of Mr. and Mrs. R. Montgomery Haines, of Gulph Mills, Pennsylvania, to Mr. Charles Thomas Okie, son of Mr. and Mrs. R. Brognard Okie, of Devon, Pennsylvania.

PITTSBURGH

Floyd-Brown—Miss Mary Elizabeth Floyd, daughter of Mrs. Thomas Atterbury McGinley, of "Oak Knoll," Sewickley Heights, Pennsylvania, to Mr. Walter Nathaniel Brown, son of Mr. and Mrs. Robert Calvin Brown, of Plainfield, New Jersey.

READING

Cullum-Sheldon—Miss Mollie Porter Cullum, daughter of the late James Barlow Cullum and Mrs. Cullum, of "River-edge Farms," Reading, Pennsylvania, to Mr. Charles Freeman Sheldon, son of Mr. and Mrs. Charles N. Sheldon, of New York.

Impink-Rick—Miss Rose Virginia Impink, daughter of Mr. and Mrs. Irvin F. Impink, to Mr. Whitner Rick, son of Mr. and Mrs. John Rick, of West Leesport, Pennsylvania.

SAINT LOUIS

Sands-Hocker—Miss Esther Willson Sands, daughter of the late Dr. Benjamin Jerome Sands and Mrs. Sands, of Port Chester, New York, to Mr. Lon O. Hocker, junior, son of Mr. and Mrs. Lon O. Hocker, of Saint Louis, Missouri.

SAN ANTONIO

Barclay-Procter—Miss Roxana Barclay, daughter of Mr. and Mrs. Samuel Barclay, of San Antonio, Texas, to Mr. Frederick Cocke Procter, of Victoria, Texas.

Bennett-Lupe—Miss Mollie Durst Bennett, daughter of Mr. and Mrs. John Mirza Bennett, to Mr. William Bartle Lupe, junior, son of Mr. and Mrs. William Bartle Lupe.

SPOKANE

Doyle-Sullivan—Miss Rita Doyle, daughter of the late James Michael Doyle and Mrs. Doyle, to Mr. Robert Randolph Sullivan, of Seattle, Washington, son of Mr. and Mrs. Michael J. Sullivan.

WEDDINGS

NEW YORK

Brower-Dudley—On October 9, in Saint John's Church, Pleasantville, New York, Mr. Burr Vanderburgh Brower, son of Mr. and Mrs. Herbert Henson Brower, of New York and Cleveland, Ohio, and Miss Edna Maria Dudley, daughter of Mr. and Mrs. John L. Dudley, of Pleasantville.

Froment-Hunter—On October 2, in the Chantry of Saint Thomas' Church, New York, Mr. Howard Hoyt Froment, son of Mr. and Mrs. Eugene McKibben Froment, of New York, and Miss Nancy Hunter, daughter of Mr. and Mrs. Tracy Gould Hunter, of New York and Savannah, Georgia.

Gilbert-Prentice—On October 16, at "Mount Hope Farm," Williamstown, Massachusetts, Mr. Benjamin Davis Gilbert, of Clayville, New York, and Miss Mary Adeline Prentice, daughter of Colonel E. Parmalee Prentice and Mrs. Prentice, of New York.

(Continued on page 156)

EASTMAN'S BRILLIANT MINIATURE



KODAK BANTAM SPECIAL

THE light is always good, conditions are always right, when you're shooting with Kodak Bantam Special. Your lens is the super-precise, super-corrected Kodak Anastigmat EKTAR *f*.2.0, your shutter a 1/500 Compur-Rapid.

Naturally you make the most of every picture opportunity... rainy-day pictures, "off-guard" snaps, lightning-fast sport pictures, indoor snapshots under Photofloods, theatre and night club shots.

Kodachrome for gorgeous full color

Kodak Bantam Special takes Kodachrome, the film that gives you lovely, pure color easily as black-and-white. No extra equipment needed; the color is in the film.

Kodachrome results in full-color transparencies that may be viewed as they are, or mounted in slides for large-size projection with the Kodaslide Projector.

Kodak Bantam Special is \$110; the Kodaslide Projector, \$48.50. See Kodak Bantam Special, and examples of its superlatively fine work, in both black-and-white and color. There's a Kodak dealer near by... Eastman Kodak Company, Rochester, N. Y.

For projecting
Kodak Bantam
Special's full-
color transparencies on the home
screen—the Koda-
slide Projector.



ONLY EASTMAN MAKES THE KODAK

Exclusive with Francette, this
unique all-in-one, designed
to slenderize and lengthen
your silhouette. Uplift bust,
unusual figure-moulding
features. At all better stores. All-
in-ones from \$10—Girdles from \$5.

Francette
FOUNDATIONS

105 MADISON AVE.
NEW YORK CITY



"There's Style and Wear in Every Pair!"

"WORLD'S FAIR"
The new Fall Glove
exclusive with
"Wear-Right"
REG. U.S. PAT. OFFICE
"Two-Plex suede
fabric and Kid
combination . . .

At your favorite shop from coast to coast.

WIMELBACHER & RICE • MAKERS • NEW YORK • PARIS

— HANDKERCHIEF OF THE MONTH* —

Baroque

Flash of flowers, in the vivid colors Paris uses to spike new dark ensembles. Scalloped border . . . very new! Fine Irish linen, hand-rolled hems. Look for the label . . . at your favorite store 50¢

— *Burnel* — New York —

*Reg. U. S. Pat. Off.

SOCIETY

WEDDINGS

Continued from page 155

Hallowell-Hewitt—On September 10, in Christ Church, Ballston Spa, New York, Mr. Thomas Jewett Hallowell, junior, son of Mrs. Henry A. Low Sand, of New York, and of Mr. Thomas Jewett Hallowell, of New York and Nantucket, Massachusetts, and Miss Marion Hewitt, daughter of Mr. and Mrs. Samuel A. Hewitt, of Ballston Spa.

James-Bailey—On September 27, in Saratoga Springs, New York, Mr. Oliver B. James, of New York and Oyster Bay, Long Island, and Mrs. Mabel Davis Bailey, daughter of Mrs. Byron E. Davis, of Saratoga Springs.

Rawlins-Terhune—On September 26, Mr. Herbert N. Rawlins, junior, son of Mr. Herbert N. Rawlins, of New York and Southampton, Long Island, and Miss Doris Terhune, daughter of Mr. and Mrs. Ten Broeck M. Terhune.

Sinclair-Peabody—On September 22, in the chantry of Saint Thomas' Church, Mr. Beverly Kennon Sinclair, son of the late Mr. and Mrs. William Wright Sinclair, of Alexandria, Virginia, and Miss Natica Peabody, daughter of Mrs. Vivian Spencer and Mr. George Russell Peabody.

BOSTON

Eustis-Churchill—On September 20, in Saint Paul's Chapel, Columbia University, New York, Mr. Frederic Augustus Eustis, of Milton, Massachusetts, and Mrs. Clarence Farnsworth Churchill, of Brookline, Massachusetts.

Turner-Pentecost—On September 23, in the Congregational Church, Topsfield, Massachusetts, Mr. Jackson Turner, son of Mr. and Mrs. Howard C. Turner, of Boston, Massachusetts, and Miss Mary J. Pentecost, daughter of Captain Ernest H. Pentecost, of Topsfield and Boston.

Young-Bird—On October 12, in Saint Stephen's Church, Cohasset, Massachusetts, Mr. Christopher Young, son of Mr. & Mrs. Charles Morris Young, of Radnor, Pennsylvania, and Miss Mary Elizabeth Bird, daughter of Mr. and Mrs. Paul P. Bird, of Boston and Cohasset.

COLUMBIA, SOUTH CAROLINA

Bruton-Lafaye—On July 10, in Trinity Church, Columbia, South Carolina, Mr. Calvin M. Bruton, son of the late J. M. Bruton and Mrs. Bruton, and Miss Marguerite Rayel Lafaye, daughter of Mr. and Mrs. George Eugene Lafaye.

Holland-Quattlebaum—On October 2, in Columbia, South Carolina, Mr. Warren Frederick Holland, son of Mr. and Mrs. M. E. Holland, of Byron, Georgia, and Miss Marvin Quattlebaum, daughter of Dr. Edwin G. Quattlebaum and Mrs. Quattlebaum, of Columbia.

Woods-Douglas—On September 18, in the First Presbyterian Church, Columbia, South Carolina, Mr. H. Robert Woods, junior, son of Mr. and Mrs. H. Robert Woods, of Chester, South Carolina, and Miss Margaret McDowell Douglas, daughter of the late Dr. Davison McDowell Douglas and Mrs. Douglas.

DENVER

Berry-Lippitt—On September 1, Mr. R. William Berry, junior, of Chicago, Illinois, and Miss Mary Lippitt, daughter of Mrs. William D. Lippitt.

Robinson-Schaefer—On September 3, Mr. F. George Robinson and Miss Marybelle Elizabeth Schaefer, daughter of Mr. and Mrs. Peter C. Schaefer.

Tettermer-Harris—On July 22, Mr. Frank L. Tettermer and Miss Elouise Harris, daughter of Mr. and Mrs. George Harris.

ELMIRA

Graham-Hill—On September 4, at "The Gateway," Hammondsport, New York, Mr. John Meredith Graham, junior, son of Mr. and Mrs. John Meredith Graham, of "Hillcrest," Rome, Georgia, and Miss Margaret Guthrie Hill, daughter of Mr. and Mrs. Frederic H. Hill.

Hoffman-Warner—On August 5, Mr. William Hoffman, son of the late Mr. and Mrs. Harry N. Hoffman, and Miss Mary Warner, daughter of Mr. and Mrs. William C. Warner.

HIGHLAND PARK, ILLINOIS

Shenkin-Bigler—On September 28, at Highland Park, Illinois, Mr. Herbert Shenkin, of Washington, D. C., and Miss Eve Williams Bigler, daughter of Mr. and Mrs. Oscar Bigler, of Cincinnati, Ohio, and Highland Park.

WEDDINGS

LOS ANGELES

Halliburton-Stephens—In August, in London, England, Commander J. Young Halliburton, R. N., and Mrs. Louise Janss Stephens, daughter of Mr. and Mrs. Hermann Janss, of Los Angeles, California.

Johnson-Terry—On September 25, in the Santa Barbara Mission, Dr. James Buford Johnson, of Los Angeles, California, and Miss Margaret St. John Terry, daughter of Mr. and Mrs. F. Marion Terry.

Luppen-Ridgway—On September 3, in Los Angeles, California, Mr. Luppe Hodgson Luppen, son of Mr. and Mrs. Luppe H. Luppen, of Sacramento, California, and Miss Kate Rowley Ridgway, daughter of Mr. and Mrs. Thomas Caldwell Ridgway, of Los Angeles.

Schabert-Smith—In July, Mr. Kyrill Sydney Schabert, of New York, and Miss Mary Babcock Smith, of Los Angeles, California.

MARION, MASSACHUSETTS

Peirson-Hoyt—On September 27, at "The Anchorage," Marion, Mr. Charles Lawrence Peirson, son of Mr. and Mrs. A. Lawrence Peirson, of Essex Fells, New Jersey, and Miss Virginia Hoyt, daughter of the late Richard F. Hoyt.

PHILADELPHIA

Morell-Wagner—On October 8, at "Hillair," Merion, Pennsylvania, Mr. Alfred Parker Morell, son of Mr. and Mrs. Alfred Morell, of Greenwich, Connecticut, and Miss Madeleine Blabon Wagner, niece of Mr. and Mrs. Edwin Chapin Dearden, of Merion.

Roberts-Spaulding—On September 22, in Saint Bartholomew's Church, New York, Mr. Laurance Page Roberts, son of Mr. and Mrs. G. Brinton Roberts, of Bala-Cynwyd, Pennsylvania, and Miss Isabel Milliken Spaulding, daughter of Mr. and Mrs. Morrill B. Spaulding, of New York.

Wagner-Lee-Warner—On October 9, in Emmanuel Church, Boston, Massachusetts, Mr. Tobias Wagner, son of Mr. and Mrs. Joseph Wood Wagner, of Chestnut Hill, Pennsylvania, and Miss Eleanor Diana Vassall Lee-Warner, daughter of the late Philip Lee-Warner and Mrs. Lee-Warner, of London and Surrey, England.

SAN ANTONIO

Von Weise-Green—On September 16, Mr. Adolph von Weise, son of Mr. and Mrs. Hubert von Weise, and Miss Ann Maverick, daughter of Mrs. Rena Maverick Green.

SPOKANE

Dix-Downey—On September 21, in Our Lady of Lourdes Cathedral, Mr. Peter Dix, of Seattle, Washington, son of Mr. and Mrs. Irving Fisher Dix, and Miss Madge Downey, daughter of Dr. Archibald Willard Downey and Mrs. Downey.

SPRINGFIELD

Walker-Onions—On September 28, in Springfield, Massachusetts, Mr. Bernard Watlington Walker and Miss Mary Frances Longhurst Onions, daughter of Mr. and Mrs. H. G. L. Onions, of Somerset, Bermuda.

SYRACUSE

Seabrook-Burlingame—On August 7, Mr. Clarence Marsh Seabrook, son of Mrs. Clarence Seabrook, and Miss Jane Carson Burlingame, daughter of Mr. and Mrs. Roderick S. Burlingame.

WASHINGTON, D. C.

Clephane-Markell—On September 11, in the Church of Saint Christopher's-by-the-Sea, Gibson Island, Maryland, Mr. Arthur Hamilton Clephane, of Washington, D. C., son of the late Mr. and Mrs. Alan C. Clephane, and Miss Isabella Markell, daughter of Mr. and Mrs. John Markell, of New York and Gibson Island.

Taylor-Paz—On September 6, Mr. Walter Willard Taylor, junior, son of Mr. and Mrs. Walter Willard Taylor, of Greenwich, Connecticut, and Miss Lyda Averill Paz, daughter of Mrs. William Phelps Eno, of Washington, D. C.

WATERTOWN

Carmody-Merriman—On September 10, Mr. Guerin Carmody, son of Mr. Terrance F. Carmody, and Miss Sally Elizabeth Merriman, daughter of Dr. Merrit Hemingway Merriman and Mrs. Merriman.

They choose
HOLLANDER-dyed FURS
for enduring beauty



Miss Jane Robt Murdoch

one of the 1935 season's most popular debutantes and active in both American and English society, chooses the tuxedo front swagger in jet black Hollander-dyed Persian . . . light, and supple. Its staunch, squared shoulders, gently rolled front and slim height-giving lines are both easy and becoming. A pleasing, effective coat that enters the new season brightly . . . and carries through many seasons smartly —for, Hollander-dyed, its beauty long-lived . . . its rich black is guaranteed permanent.

Donna Marina Torlonia

daughter of the late Prince Marino Torlonia, summers at Villa Torlonia in Rome and returns to New York for the winter whirl. She favors this shorter casual coat of Hollander Hudson Seal-dyed muskrat. Snug and high at neck and shoulders, it ends smartly well above the knees. Very trig, very dashing for town or country . . . a rich black accent for colorful tweeds or for more subtle tones. And exceptionally suited for constant wear . . . because, Hollander-dyed, its lustre and intense black are guaranteed permanent . . . certain of lasting loveliness.

Quality of skins and workmanship determines the price of furs. But, whether you pay much or little, the Hollander mark is your assurance of lasting loveliness. Look for it. A. Hollander & Son, Inc., world's largest fur dyers, Newark, N.J.

HOLLANDER-dyed furs keep their BEAUTY longer





Mrs. Whitney's guests climb aboard . . . light up Camels before the *Chinook* gets under way. . . . With a "Hard alee!" . . . Mrs. Whitney heads out to sea.

The Whitneys will be sailing in southern waters soon

BY *Mae Fair*
SOCIETY EDITOR



(above) Mrs. Howard F. Whitney, skilled yachtswoman of Long Island, says: "I smoke Camels. They're so mild, they don't jangle my nerves!"

MRS. HOWARD F. WHITNEY told me, the other day, that they hope to do some sailing in the South this winter. The Whitneys had a lovely summer on Long Island — and on the Sound. Mrs. Whitney is a skillful yachtswoman and handles a racing class boat like an expert. Their converted New York 40, the *Chinook*, is a very "shippy" boat.

Mrs. Whitney will be remembered as the former Hope Richardson. Her marriage to Mr. Whitney joined two of New York's prominent families in a charming wedding that was an outstanding social event of the season. I recall how enchanting Mrs. Whitney looked as a bride, in a gown of white satin made in princess fashion with a yoke of net embroidered in tiny pearls, and her tulle veil held in place by a bandeau of orange blossoms. Since her marriage, Mrs. Whitney has taken a prominent part in the activities of the younger married set. Her committee work had much to do with the success of this year's colorful Greentree Fair at Manhasset. During the summer she got in a lot of tennis, riding, and — as always — sailing and cruising.

Hope's enthusiasm for the energetic life is proverbial among her friends. "Don't you ever get tired?" I asked. "Of course," she laughed. "After a long trick at the helm, or any time I feel worn out, I refresh myself with a Camel. I always have loads of Camels handy. I get a 'lift' with a Camel. And I can smoke Camels steadily, without the slightest feeling of harshness on my throat." Which shows how mild they are! It's true that women are finding the costlier tobaccos in Camel's matchless blend more refreshing and more enjoyable.

*Among the many distinguished women who find
Camels mild and refreshing:*

Mrs. Nicholas Biddle, Philadelphia	Mrs. Nicholas G. Penniman III, Baltimore
Mrs. Powell Cabot, Boston	Mrs. John W. Rockefeller, Jr., New York
Mrs. Thomas M. Carnegie, Jr., New York	Mrs. Rufus Paine Spalding III, Pasadena
Mrs. J. Gardner Coolidge 2nd, Boston	Miss Peggy Stevenson, New York
Mrs. Anthony J. Drexel 3rd, Philadelphia	Mrs. Louis Swift, Jr., Chicago
Miss Wendy Morgan, New York	Mrs. Barclay Warburton, Jr., Philadelphia

Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

*Costlier
Tobaccos!*

Camels are a matchless
blend of finer, MORE
EXPENSIVE TOBACCOS
...Turkish and Domestic



GET A LIFT WITH A CAMEL